



JOB DESCRIPTION

JD Unique ID:	60533
Job Title:	Communications Officer – FCDO WASH Systems for Health
Company:	Self Help Africa
Location:	Abuja, Nigeria.
Contract type:	Local Recruitment, Fixed Term Contract
Period	2 years, renewable
Reports to:	Programme Manager
Organisation overview:	<p>About Self Help Africa</p> <p>Self Help Africa (SHA) is an international development organisation headquartered in Dublin, Ireland and dedicated to the vision of <i>‘Sustainable livelihoods and healthy lives for all in a changing climate’</i>. We have almost 50 years of experience working in Africa, including 25 years in Nigeria (as United Purpose and Concern Universal).</p> <p>In 2021, Self Help Africa merged with United Purpose (UP), doubling our size. The organisation now works in 17 programme countries. 15 of these are in sub-Saharan Africa while subsidiary organisations, ‘Self Help Brazil’ and ‘Self Help Bangladesh’, have been created for our programmes in the two countries where we are working outside of Africa.</p> <p>In early 2023, we launched a new five-year organisation strategy, which defines shared mission as the alleviation of hunger, poverty, social inequality and the impact of climate change through community-led, market-based and enterprise-focused approaches, so that people can have access to nutritious food, clean water, decent employment and incomes, while sustaining natural resources.</p> <p>Our wider organisation also includes social enterprise subsidiaries: Partner Africa - which provides ethical auditing and consultancy services, TruTrade - an innovative trading platform in East Africa, and CUMO - Malawi’s largest micro-finance provider.</p> <p>Our three core values are:</p> <ul style="list-style-type: none"> ▪ Impact: We are accountable, ambitious and committed to systemic change. ▪ Innovation: We are agile, creative and enterprising in an ever-changing world. ▪ Community: We are inclusive, honest and have integrity in our relationships. <p>To achieve our organisational mission, we work across numerous sectors, such as Agriculture, Climate & Environment, Enterprise, Energy, Nutrition, and WASH. Our global WASH portfolio currently spans 10 countries, 25 active projects, and has reached 5 million people with safe water, and 5 million for sanitation to date.</p>



	<p>In Nigeria, we have a strong reputation in the WASH sector for our work on rural sanitation, having achieved the country's first ODF LGA, and our systems strengthening approach to sustainable WASH service delivery.</p>
Programme description	<p>SHA is has been awarded a GBP£5m programme focused on WASH systems strengthening, covering Nigeria and Sierra Leone. We would lead the overall consortia, and the work in Nigeria, whilst another INGO would lead work in Sierra Leone, under our oversight and overall consortia leadership.</p> <p>The aim of the programme is to strengthen the systems needed to establish and sustain reliable, resilient and inclusive WASH services. The programme will be for a duration of 4 years.</p> <p>The precise intervention locations in Nigeria will be finalised during the inception phase, and may include (but not necessarily be limited to) northern states such as Kano, Jigawa and possibly Kaduna. This role is to be based in Abuja, with regular travel to project intervention sites in Nigeria.</p> <p>The three broad focus areas of the programme are:</p> <ul style="list-style-type: none"> i. Priority 1: Strategic planning and budgeting for sustainable service delivery using defined Service Delivery Models and strengthening capacities and processes for accountable and inclusive planning and budgeting for WASH. ii. Priority 2: Support decentralised implementation of the Clean Nigeria Campaign in pursuit of the elimination of open defecation nationwide, demonstrating effective approaches to ODF, Market-Based Sanitation and ODF sustainability, in target LGAs, for scaling. iii. Priority 3: Facilitate systems leadership and support the mobilisation of a network of WASH champions by strengthening nationwide non-governmental sector organisations and networks, and their respective capacities and mentoring processes.
Job Purpose:	<p>The Communications Officer serves as the primary architect of the WASH Systems for Health (WS4H) Project's external image and narrative. At the heart of this role is the ability to develop compelling stories that capture the essence of the project's goals, activities, and impact, resonating with diverse stakeholders. As a pivotal member of the project team, the Communications Officer spearheads efforts to elevate the project's visibility, enhance its reputation, and foster meaningful engagement with key stakeholders.</p> <p>This role demands a strategic thinker who possesses a keen understanding of communication dynamics and a knack for creative storytelling. Responsibilities encompass more than just disseminating information; they entail curating experiences that captivate, educate, and mobilize. Through strategic planning, the officer ensures that messaging is coherent, consistent, and aligned with the project's and SHA's overarching objectives.</p> <p>Central to the role is the ability to foster connections and build bridges across diverse stakeholders. By cultivating relationships with media outlets, influencers,</p>



	<p>partners, and communities, the Communications Officer cultivates a vibrant ecosystem of engagement. This role thrives on collaboration, as the officer works hand in hand with project teams, partners, and stakeholders to amplify the project's impact and reach.</p>
<p>Key Responsibilities:</p>	<p>Strategic Communication, Planning and Development:</p> <ul style="list-style-type: none"> • Develop and implement comprehensive communications strategies and plans to effectively communicate the objectives, activities, and impact of the WS4H Project. • Coordinate with project teams to identify key messages, target audiences, and communication channels for project dissemination. • Produce Behaviour Change Communications content in line with project objectives in collaboration with project implementation team • Produce a wide range of communications materials, including press releases, articles, blog posts, social media content, newsletters, reports, presentations, and audio-visual materials. • Develop compelling stories, success stories, case studies, and testimonials to showcase the project's achievements, lessons learned, and best practices. <p>Media Relations and External, Digital and Social Media Communications Management:</p> <ul style="list-style-type: none"> • Coordinate media relations activities, including developing media outreach strategies, pitching stories to journalists, organizing press briefings, and responding to media inquiries. • Cultivate relationships with media outlets, journalists, and influencers to generate positive media coverage and enhance the project's visibility. • Manage the project's online presence and social media platforms, including website content management, social media posting, engagement, and analytics tracking. • Create engaging social media content, including graphics, videos, and infographics, to amplify project messaging and reach a broader audience. <p>Collaboration, Stakeholder Engagement and Event Management:</p> <ul style="list-style-type: none"> • Organize and facilitate stakeholder engagement events, workshops, conferences, and webinars to promote dialogue, knowledge sharing, and collaboration among key stakeholders. • Support the planning, coordination, and logistics of communication-related events and activities, including venue booking, participant coordination, and materials preparation. • Collaborate closely with project staff, partners, and stakeholders to ensure alignment of communications activities with project goals, objectives, and messaging.



	<ul style="list-style-type: none"> • Provide communications support and guidance to project teams, partners, and beneficiaries to ensure consistent and effective messaging. <p>Monitoring, Evaluation, and Learning:</p> <ul style="list-style-type: none"> • Monitor media coverage, social media trends, and stakeholder feedback related to the project, and prepare regular reports and analyses to track communications performance, identify opportunities, and inform strategic decision-making. • Support knowledge management and learning efforts by documenting and disseminating project-related information, lessons learned, success stories, and innovative approaches through various communication channels. <p>Transparency, Compliance and Safeguarding</p> <ul style="list-style-type: none"> • Employ the highest standards of openness, transparency and accountability to ensure good financial management in line with SHA's zero-tolerance approach to fraud, bribery and corruption at the LGA level. • Demonstrate commitment to safeguarding, protection, gender mainstreaming and inclusion of vulnerable population including people with disabilities. • Provide support to establish feedback, complaints and response mechanism across communities of implementation to ensure programmatic and operational decisions are informed by local perspectives and priorities, and contribute to the protection of program participants at the LGA level.
Key Relationships:	<p>Internal: Country Director, Global Comms Team, Head of WASH, Programme Manager, State Project Coordinators, Policy and Governance Senior Advisor, LGA Project Officer, Programmes, Finance, and Operations Teams.</p> <p>External: Public and Private TV and Radio Stations, National and subnational WASH Media Networks</p>
Knowledge, Experience and Other Requirements	<p>Essential:</p> <p>Qualifications</p> <ul style="list-style-type: none"> • Bachelor's degree in Communication, Journalism, Public Relations, International Development, or a related field. A master's degree will be an added advantage. <p>Experience</p> <ul style="list-style-type: none"> • Minimum of 4 years of professional experience in communications, public relations, or media relations, preferably in the international development sector or related fields. • Strong writing, editing, and storytelling skills, with the ability to distil complex information into clear, compelling messages for diverse audiences. • Demonstrated experience in developing and implementing communications strategies, plans, and campaigns, including digital communications and social



	<p>media management.</p> <ul style="list-style-type: none"> • Proficiency in using communication tools and platforms, including content management systems (CMS), social media management tools, email marketing platforms, and graphic design software. • Experience in media relations, including pitching stories to journalists, organising press events, and managing media inquiries. • Knowledge of the WASH sector and/or experience working on WASH-related projects is an asset. <p>Skills</p> <ul style="list-style-type: none"> • Excellent communication and negotiation abilities for engaging with diverse stakeholders. • Excellent planning, coordination, and prioritisation skills • Strong facilitation, diplomatic and interpersonal skills • Good command of writing in English • Excellent communication and team-working skills, with the ability to build good relations, both internally and externally • Excellent computer knowledge with command on MS Office and graphic design suites. • Ability to work in a multicultural, diverse and performance-related environment • A proactive approach to problem-solving • Ability to work independently with minimal direction • Fluency in English required; proficiency in local languages is an advantage. <p>Desirable</p> <ul style="list-style-type: none"> • Gender and intercultural sensitivity • Positive outlook and team spirit • Adaptable and responsive disposition relative to the demands of the Programme.
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Application Procedure:

Fill and send the attached Self Help Africa application form and also send your cover letter and CV in a single document (of not more than **4 pages**) to the link provided on the website.

In the cover letter, please ensure to explain the following:

1. Why you are applying for the position
2. How do your skills and experience meet the person's specification
3. When you would be able to take up the position if it were offered to you

The deadline for applications is **5th April, 2024**. You are recommended to apply early, as applications will be assessed as they are received. Only shortlisted candidates will be contacted.



All candidates offered a job with Self Help Africa will be expected to sign our Safeguarding Policies and Code of Conduct as an appendix to their contract of employment and agree to conduct themselves in accordance with the provisions of these documents. Specific roles may require Police/DBS/ [relevant police authority] vetting.

Self Help Africa strives to be an equal opportunities employer.