

JOB DESCRIPTION

JOB TITLE	OFFICER, COMMUNICATIONS	GRADE	2B
PILLAR	Strategic Communications & Engagement		
ABOUT THE ORGANISATION	<p>FSD Africa is a specialist development agency working to help make finance work for Africa's future. Based in Nairobi, FSD Africa's team of financial sector experts work alongside governments, business leaders, regulators, and policymakers to design and build ambitious programmes that make financial markets work better for everyone. Our investment arm, FSD Africa Investments, provides early-stage, risk-bearing, catalytic and patient capital to inventive commercial organisations in order to stimulate capital flows in support of green economic growth benefiting people and planet. Established in 2012, FSD Africa is incorporated as a non-profit company limited by guarantee in Kenya. It is funded by UK aid from the UK government.</p> <p>For more information, please visit: http://www.fsdafrica.org</p>		
REPORTING RELATIONSHIPS	REPORTS DIRECTLY TO	Assistant Manager, Communications	
	REPORTS INDIRECTLY TO	Director, Strategic Communications	
	DIRECT REPORTS	N/A	
	INDIRECT REPORTS	Consultants	
OVERALL JOB PURPOSE	<p>The Communications Officer will support the development of innovative content for FSD Africa's digital and external/internal communications channels. S/he will also support the implementation of comprehensive digital and social media communication strategies.</p>		

KEY RESPONSIBILITIES AND ROLE REQUIREMENTS

1. Digital Communications

Support the Assistant Manager in managing and rolling out the digital communications strategy and plan.

- Contribute to the development of a Digital Strategy that will cost-effectively drive enhanced reach and digital presence, and that is aligned with FSD Africa's strategy.
- Work with the Assistant Manager and the Communications Analyst to gather relevant data on digital engagement that could inform the digital strategy; collate the data and provide a relevant analysis ahead of strategy discussions.
- Support the Assistant Manager in the collection of needs for digital support; collate the information gathered and present it in a clear and concise format.
- Keep up with the latest developments in digital marketing and data analytics to identify new opportunities for improving the digital communications strategy.

2. Internal Communication Support

Support the development and implementation of digital tools for internal communication, such as FSD and pillar-wide newsletters.

- Support the Assistant Manager in the evaluation of existing digital communication tools, and in the market research to identify potential new tools.
- Provide timely and relevant input to, and quality control of, content for internal communication channels such as newsletters.
- Develop and implement a process for requesting and receiving internal communications content (for example newsletter items) from FSD Africa staff, facilitating timely and high-quality submissions.
- Contribute to the review of internal communication processes and to the implementation of enhancements based on the review.

3. Graphic Design and Video Editing

Design and develop high-quality, brand-aligned assets and products for a range of media.

- Meet with pillar colleagues and FSDA staff to understand their specific needs for communication assets across various media.
- Contribute to the pillar's library of assets by adding design products and by providing quality control of existing assets.
- Develop creative concepts for communication assets that are visually appealing, informative, and aligned with FSD Africa's brand identity.
- Design and develop communication assets in different formats suitable for various digital and print applications; proficiently use industry-standard design software (e.g., Adobe Creative Suite) to create high-quality visuals.

4. Content Management and Brand Support

Support the development of FSD Africa's written and visual brand assets to position FSD Africa as a major voice in the financial sector development space.

- Contribute to the development of user-friendly guidelines and templates for written and visual branding of FSD Africa; provide guidance to staff when needed.
- Assist in the coordination of external graphic design agencies, art services and printers who support in production and delivery of large publications.
- Carry out quality assurance of branded materials, ensuring any material uses appropriate language, correct grammar and is consistent with FSD Africa's visual style.
- Contribute to the appropriate representation of FSD Africa's (and, where appropriate, FCDO's) brand per graphics manual standard guidelines and to grantee branding requirements.

5. Event and Webinar Management

Support delivery of FSD Africa's in-person and virtual events; ensure relevant branding and post-event reporting.

- Contribute to the production of detailed proposals for FSD Africa events (including timelines, venues, suppliers, legal obligations, staffing and budgets).
- Manage and coordinate event suppliers; oversee event planning (for example, venue, catering, travel).
- Managing FSD Africa branding at all relevant events, ensuring correct materials are used.
- Manage timely and relevant post-event reporting.

Carry out any other duties or special assignments as assigned by the Management.

PERSON SPECIFICATIONS

Qualifications and Education

- An undergraduate degree in media and communications, development studies, social sciences, international relations/public affairs, journalism, marketing, political science or any other relevant field.
- Proficient expertise in Adobe Illustrator, AfterEffects, Premiere Pro, InDesign, Photoshop, Canva & other relevant Adobe programs.

Essential Experience, Knowledge, and Skills

- Minimum 2 years of relevant experience in communications at the national or international level.
- Strong graphic design and video editing portfolio with clear evidence of a broad range and variety of design work.
- Strong analytical skills and data-driven thinking including proficiency in data analysis skills utilising tools such as Google Analytics.
- Up to date with the latest trends and best practices in digital marketing and social media.
- Social media management platform skills, utilising tools such as Hootsuite.
- Proven, strong organisational skills, including the ability to self-start, prioritise and proactively respond to evolving/unfolding demands.
- Ability to build sustainable work relationships with internal and external partners to meet own and departmental KPIs.
- Experience in managing the development of communication materials or lead others in developing drafts of communication materials.
- Knowledge of and work experience in managing various social media tools; to include - monitoring, creating content, measuring impact, and enhancing the tools to enhance use experience.
- A creative, independent thinker.

Desirable

- Prior experience related to developing communication strategies and campaigns (including monitoring and evaluation of communications/advocacy campaigns).
- Working knowledge on communication products, writing standards and terminology of development and/or private sector organizations.
- Previous experience of working in FCDO-funded or other donor-funded projects
- Languages: French, local African languages.

COMPETENCIES

Competencies describe the key behaviours that drive success in all of FSD Africa's roles, regardless of technical specialism. They have been derived from systematic research correlating performance with personal attributes. The table below indicates the level of each competency required for this role:

COMPETENCIES	Level 1: Basic	Level 2: Foundation	Level 3: Specialist	Level 4: Senior Specialist	Level 5: Leading Expert	Level 6: Executive
ESSENTIAL FOUNDATIONS						
Commitment & Alignment		✓				

<i>Demonstrates commitment to serving our partners and alignment with the values and vision of FSD Africa</i>						
Change & Challenge <i>Has a strong sense of ownership that leads to learning, self-starting, taking initiative, driving change and leading development</i>		✓				
ACHIEVEMENT COMPETENCIES						
Situational Awareness & Thinking <i>Thinks clearly and intentionally, analysing information objectively, understanding issues, solving problems, and making decisions</i>		✓				
Drive for results <i>Is keenly motivated to achieve goals & act with accountability to deliver quality results</i>		✓				
PEOPLE COMPETENCIES						
Relationships & Collaboration <i>Discerns and appreciates the values, viewpoints, or abilities of others; effectively reconciles different interests and displays emotional intelligence</i>		✓				
Communication & Influencing <i>Deliberately adjusts behaviour to accommodate others; communicates clearly, confidently, and appropriately to influence others</i>		✓				

KEY RELATIONSHIPS	
Internal Relationships •	External Relationships •
FINANCIAL RESPONSIBILITIES	
Direct Control •	Indirect Influence •

APPROVAL PROCESS	SIGNATURE	DATE
Job Holder		
Manager		
Director Talent Management		