

JOB OPENING

Communications Specialist (Afrobarometer Communications Coordinator, Anglophone West and North Africa)

Role	Communications Specialist (Afrobarometer Communications Coordinator, Anglophone West and North Africa)
Responsible for	The Communications Specialist (Afrobarometer Communications Coordinator, Anglophone West and North Africa), supports the Afrobarometer Head of Communications in driving publicity and managing communications of National Partners in the Anglophone West African region for Afrobarometer
Location	Ghana
Reports to	Afrobarometer Head of Communications, and the Ghana Center for Democratic Development (CDD-Ghana) Director of Advocacy and Policy Engagement
Direct Report	Afrobarometer Head of Communications
Indirect Report	CDD-Ghana Director of Advocacy and Policy Engagement

Organizational Overview

Afrobarometer (AB) is a pan-African, nonpartisan, nonprofit research network that measures the political, economic, and social atmosphere prevailing in African countries. Guided by the vision that African societies thrive when African voices count in public policy and development, Afrobarometer provides high-quality data and analysis on citizens' evaluations and experiences of democratic governance and quality of life. This is provided as a public benefit and is free to policymakers, policy advocates, civil society organizations, academics, news media, donors and investors, and ordinary Africans.

Launched in 1999 in 12 countries, Afrobarometer has completed more than 325,000 interviews in seven survey rounds in up to 38 countries. Round 8 surveys were completed in 18 countries between August 2019 and March 2020 before fieldwork was suspended because of the COVID-19 pandemic. Round 8 surveys started up again in October 2020 and are expected to cover a total of at least 35 countries. Afrobarometer currently conducts face-to-face computer-assisted interviews in the language of the respondent's choice with nationally representative samples. Effective communication of survey findings and capacity building for survey research, analysis, communications, and management are integral parts of Afrobarometer's work.

Among Afrobarometer's key achievements are proving that citizen research can be conducted even in fragile, post-conflict, and closed political environments in Africa; legitimating public opinion as a pillar of African democracy; and building a network of researchers that has earned the reputation as the go-to source for reliable data on what Africans are thinking.

Afrobarometer's institutional values are *independence, excellence, collaboration, and commitment*. Afrobarometer individual values are *integrity, respect, responsiveness, cooperation, and fairness*. Funders and other stakeholders are treated as partners in the advancement of Afrobarometer's endeavors. *Relationships, non-partisanship, trust, and accountability* are at the core of our work. Afrobarometer staff and network members appreciate benefiting from colleagues' *creativity, diligence, and enterprise*, and value *the ability to work individually and as part of a team*. The qualities of *leadership, initiative, and*

excellence are nurtured and rewarded. In pursuance of these values, all staff are required to abide by the Statement of Personal and Professional Standards of Conduct.

Role Overview

The Engagement Unit, established in 2019, plays a critical role in the success and sustainability of the AB network. There are two teams in the unit: Communications Team and Resource Mobilization Team under a Director of Engagement. The former comprises a longstanding team, including the Head of Communications, Communication Coordinators in Southern, East, Francophone, North and West Africa. The latter team is responsible for forging partnerships built on trust and mutual accountability and for attracting philanthropic contributions to support AB's goals. These two teams work closely together in disseminating Afrobarometer findings, raising the profile and securing the sustainability of Afrobarometer.

The Communications Team commits itself to:

- Ensure effective, timely dissemination of survey findings.
- Develop and maintain a world-class website that enables access to and use of AB.
- Ensure inventive, effective data-visualization expertise in the communications unit.
- Strengthen other communications unit capacities.
- Enhance dissemination of survey findings through new formats, technologies, audiences, platforms.
- Effectively demonstrate how AB data is used to shape policy or strategy.
- Build capacity among stakeholders/potential users in data analysis and use, including the use of online data analysis tools.
- Monitor and respond rapidly to opportunities to inject Afrobarometer data into impending or emerging country-specific or global events or trends.
- Explore new opportunities for partnerships to enhance communications.
- Strengthen National Partner communications capacities.

In addition, the Communications Specialist (Coordinator, Anglophone West and North Africa), has responsibilities to the Ghana Center for Democratic Development (CDD-Ghana), Afrobarometer's National Partner and Core Partner for West Africa, based in Accra.

Main Duties and Responsibilities

Core Function 1 – Leading Afrobarometer's National Partners (country-based partners) in Anglophone West and North Africa with matters relating to their communication requirements.

- Edits publications based on statistical analysis of survey results from National Partners.
- Helps National Partners organize and manage their outreach projects.
- Promotes National Partner presentations, events and media interviews and programs
- Works with National Partners to build their communications skills, to develop dissemination and media strategies and plan and prepare for dissemination events.
- Works with the Head of Communications and other staff in training National Partners in communications skills, public speaking, use of social media and related skills.

Core Function 2 - Spearheading the tracking, usage of Afrobarometer data and the dissemination of the survey data in Ghana and other countries under CDD-Ghana`s jurisdiction in Anglophone West and North Africa

- Prioritizes and attends regional governance meetings related to Afrobarometer convened by NGOs, government, and donors, among other institutions.
- Creates and executes outreach and other projects to keep generating coverage for Afrobarometer following the close of official disseminations.
- Plans and executes project-oriented media and NGO outreach/community events.
- Utilizes various computer programs to track data and create presentations, charts, graphs, tables, and memos.
- Works with the Digital Portfolio Manager, the Head of Communications, and other Afrobarometer Communications Coordinators to keep constant flow of new materials for website.
- Builds relationships with influential individuals to engage them as partners and collaborators in Afrobarometer work.

Core Function 3 – Communications and media relations

- Initiates, builds, and maintains relationships with journalists and civil society and governance organizations.
- Monitors media outlets within jurisdiction for news that relates to Afrobarometer.
- Works with Head of Communications and other coordinators to tweet regularly (either directly or through the Digital Portfolio Manager) about dissemination events, Afrobarometer-relevant conferences and meetings, and related events.
- Assists National Partners with the rolling out of social media in their operations.
- Preparations of reports: quarterly, annually, etc. (Afrobarometer only)
- Creates and executes outreach and other projects to keep generating coverage for Afrobarometer following the close of official disseminations.
- Under the direction of the Head of Communications initiates and maintains relationships with journalists and civil society and governance organizations
- Monitors media outlets within countries under Core Partner jurisdiction for news that relates to Afrobarometer.
- Works closely with the Communications Team, Publications Manager, Digital Portfolio Manager, Central Management Team and other partners on global releases for each round.
- Researches specific issues or inquiries regarding program- or project-related topics and reports back findings to CDD-Ghana project team and Head of Communications.

Core Function 4 – Monitoring, Evaluation and Learning

- Ensures that all Afrobarometer communications-related MEL is captured to Afrobarometer's Google Workspace Shared Drives and MEL system
- Helps maintain dissemination, press releases and report calendars.
- Analyzes the effectiveness of National Partners' work in communications to assess the need for coaching and follow-up.

Core Function 5 - Stakeholder management and partnership building

- Proactively identifies opportunities for Afrobarometer and its partners to:

- Injects data into emerging and ongoing policy debates by tracking current events in partner countries, engaging with relevant policy actors and media, etc. (e.g., “hot” issues in supported countries, international/national observances, platforms for engagement with key government officials, media leaders, civil society organizations working in relevant areas)
- Builds and strengthens partnerships with stakeholders, policy actors, and potential donors at local, national, regional, continental, and global levels.

Core Function 6 - Duties and responsibilities to Afrobarometer’s Core Partner in Anglophone West and North Africa, (CDD-Ghana)

- As staff of CDD-Ghana and member of its Communications Team, provides communications and media relations support to CDD-Ghana, as directed.

Selection Criteria

Minimum experience, knowledge & skills

- Bachelor’s degree in social sciences/humanities/statistics.
- Five to eight years of related work experience, or a combination of education and experience that would provide for the following knowledge, skills, and abilities:
 - Experience in networking with policymakers such as members of parliament and local government leaders
 - Experience developing and implementing national communications strategy.
 - Thorough knowledge of media relations strategies
 - Thorough knowledge of electronic and print media systems.
- Strong interpersonal and communications skills and demonstrated ability to work in a multinational environment are essential.
- Excellent written and verbal communication skills
- Strong data analysis and presentation
- Demonstrated capacity to continuously develop knowledge and skills related to use of rapidly changing technology.
- Strong time management skills
- Ability to handle multiple “priority” projects simultaneously and set and meet deadlines and use communications skills to ensure that National Partners and senior leaders do the same.
- Must have demonstrated ability to manage own work without supervision.
- Must have built relationships among NGOs, advocacy organizations or political parties.
- Skilled in the use of personal computers including Microsoft Office Suite; G-suite; experience in SPSS is desirable but not required; experience with Final Cut pro or other video editing software is an advantage but not required.
- Some experience with and much enthusiasm for Twitter, Facebook, and other social media
- The ability to communicate fluently in English is required; French/Portuguese proficiency is a strong advantage, but not required.
- Willingness to travel across Anglophone West and North Africa, and occasionally beyond, on a regular basis.
- Short-listed applicants will be asked to complete a writing, presentation, and basic numeracy test.

Desirable

- Citizenship of an African country
- Postgraduate studies or degree in journalism or communications
- Knowledge of survey research
- Multilingual, ideally fluency in or working knowledge of French, Portuguese and African languages

Personal qualities

- Alignment to Afrobarometer core values including equality, diversity, and inclusion.
- Attention to detail and persistence to ensure thoroughness and accuracy.
- Self-starter with the ability to set priorities, meet deadlines, and manage multiple tasks.
- Highly organized, with the ability to deal with lots of information.
- Diplomatic with a cooperative, problem-solving, and positive 'can-do' attitude
- Ability to build rapport with both leadership and other colleagues.
- Ability to work both independently and as part of a team.
- Ability to maintain privacy and confidentiality.

The main duties and responsibilities, person specifications and the technical/functional competencies that are included here are not intended as an exhaustive list of all functions, responsibilities, skills, and abilities pertinent to the post. Additional functions may be assigned by the Head of Communications/Director of Engagement as circumstances require.

Other information

This is a two-year fixed-term appointment with potential for renewal.

How to apply

Interested candidates may apply by sending their CVs and cover letters to p.abaidoo@cddgh.org by **21 February 2021**.