Job Description and Person Specification

Job Title:	Communication Officer		
Department:	Country Director's office	**Job Family:**	Officer
Reports to:	Country Director	**Contract Type:**	Fixed Term
Location:	Kampala, Uganda		
Matrix Reports:	Programmes Coordinator		
CRB / Police Check:	NA: ☐ Standard: ☐ Enhanced: ☐		
Direct Reports:	None		

Job Role	
Role Overview:	The Communications Officer leads the development and implementation of ActionAid International Uganda's communication strategy to strengthen the organisation's visibility, reputation, brand positioning and influence nationally and internationally. The role provides strategic coordination of internal and external communications, ensuring that AAIU's work, impact and social justice agenda are effectively communicated to diverse audiences. The position leads the development of high-quality, compelling and audience-centred content across print, digital and other media platforms, translating programme evidence, advocacy outcomes and community experiences into impactful narratives. It oversees media relations, public relations, branding, publications, events and fundraising communications, while ensuring consistency with ActionAid's global communication standards and guidelines.

Accountabilities		
Key Accountabilities / Responsibilities:	**Key Activities**	
AAIU website and social media platforms	**Manage AAIU's website and social media platform in line with the AAI/U's Communications Policy and statutory requirements** • Develops and implement a Website and Social Media Strategy in liaison with the Country Director • Lead development of digital media content (static, AVs, stories, etc) • Ensure website is updated with latest and strategic information and is optimised to reach audience • Monitors information on social media for compliance with AAIU standards • Checks online platforms daily and respond to all inquiries and issues arising. • Posts daily updates on the different campaigns or activities that AAIU is undertaking • Generates debate with posts and photos on ongoing campaigns.	
AAIU media relations	**Effectively maintain AAIU's strong and interactive media relations.** • Works with the Country Director to identify strategic media houses for profiling AAIU work • Ensure strong presence in social media channels (Facebook, Twitter, LinkedIn and Instagram) through regular content and campaigns, targeted towards specific audience and leveraging the international days. • Builds relations with key media houses for collaboration • Mobilizes media houses and support press conferences to brief the media about new engagements, campaigns and involvements as advised by the Country Director	

	• Ensure publication of key communication materials of AAIU including the annual report and newsletters • Conducts media field visits to document AAIU's work in the media. • Invite media personalities for training on issues related to AAIU Program areas for better reporting. • Monitors daily media articles for AAIU mentions. Leads innovative approach adaptation to offer alternative development models.	
Production of periodic publications	**Support the production of quality and timely periodic newsletters (monthly, quarterly, annually etc.)** • Holds meetings with the different units to decide on the issue of focus for newsletter • Designs articles and photos of newsletters for AAIU brand in consultation with the Country Director • Gathers content for the newsletter from the different writers. • Manages and store reports, newsletters and photos for AAIU use and reference • Gather quality activity photographs for inclusion in the newsletters • Reviews content, quality lay out of newsletters and have drafts approved before production • Ensure that AAIU's articles and other publications are properly and professionally edited • Guides and/or train staff and partners on quality report, articles and story writing skills of the people living in poverty and exclusion	
Staff communication skills capacity building	**Support the roll out of capacity building initiatives on communication skills trainings to AAIU staff and partners** • Collects, consolidates and shares key weekly updates to stakeholders • Provides guidance on communication to staff and partners where and as necessary • Conducts field visits and carries out hands on training on how to improve staff and partners communication skills • Monitors the use and application of guidelines by field and national teams • Updates and shares new developments in the communication sector as may be necessary • Support in fundraising campaign for AAIU • Liase with external agencies and vendors for flagship communication activities • Ensure support for Emergency Fast Action Support Team (EFAST) response during crisis, including situation update and fundraising communication	
International communication	**In liaison with the Country Director to handle the international communications needs.** • Collects, reviews and designs the stories for the hub • Posts stories, videos and photos on stories hub for international usage • Participates in skills sharing and feedback learning sessions	
Develop thought leadership pieces for the Country Director and the programme leads	• Develop blogs on ActionAid's work and signature models for website • Develop opinion pieces for the Country Director of AAIU on relevant important sectoral topics • Support programme leads with blogs and opinion pieces to highlight their work on respective Strategic Priorites • Identify opportunities in coordination with AAI for international thought leadership pieces to showcase AAIU's work and insights from the ground	

Support to AAIU's campaigns roll out	**Maintain oversight of communication and visibility requirements across donor-funded projects** • Develops campaign messages and slogans • Publicizes the campaign through the AAIU communication platforms • Develops a media plan for the publicity and roll out of the campaign in consultation with the Country Director • Develops media scripts and liaise with the Country Director to identify the fight media channels • Works with the Procurement & Logistics Officer to procure space and monitor the airing of the campaign • Documents the different activities in the campaign	
Promoting the Corporate Brand	**Ensure staff and partners adhere to AAI/U Brand essence and guidelines for visibility** • Ensures availability of diversified visibility materials in consultation with the Country Director • Disseminates AAI/U brand guidelines to staff and partners • Ensure the branding guideline is updated according to the AAI guidelines and thoroughly maintained across all communication, both nationally and globally • Checks compliance to AAI/U brand guidelines by staff and partners • Checks all materials produced by the Organisation for quality	
Person Specification		
Education & Certifications	• A Bachelor's Degree in either Information Science, Journalism/Mass Communications, Communications Science, Media Studies or Marketing from a recognised institution. • A relevant postgraduate qualification would be an added advantage.	
Technical Competencies	• Excellent writing skills in English. • Strong capacity in storytelling, branding and promotion. • Hands-on knowledge in photography and videography • Strong analytical skills and ability to develop a visual representation. • Training on professional writing, i.e., media reporting, media article, case study/story, press release, content writing, etc	
Experience	• At least 6 years of professional experience in communication for development field in a reputed organization, three of these should have been at coordination level in a reputable organisation.	
Essential Knowledge	• Understanding of media relations, media engagement, press releases, media monitoring, spokesperson coordination and management of relationships with journalists and other media stakeholders. • Knowledge of digital communication platforms, social media management, online engagement strategies, website content management, digital storytelling and emerging communication technologies. • Strong understanding of audience-centred content development, editorial planning, storytelling, photography, videography and production of compelling communication materials. • Knowledge of brand guidelines, visual identity, corporate messaging and consistent application of organisational branding across communication platforms and materials • Knowledge of strategic communication planning and organisational positioning	

Essential Skills	• Media or public relations experience • Materials development and Publishing skills • Excellent written and public speaking skills • Photography and photo editing skills • Graphic design and layout skills • Marketing and communications skills • Creative thinking and problem-solving skills • Demonstrated interest in the visual arts and community education • Familiarity with Adobe Photoshop. • Experience in managing websites • Solid problem-solving skills • Ability to conduct power analysis • Transformative feminist leadership skills • Ability to establish critical working relationships • Ability and willingness to comply with AAIU/AAI safeguarding requirements

Competency Profile		
Leading organisation	**Strategic perspective**	Demonstrate alignment of the Organisation's strategic priorities and goals.
	Change management	Uses effective strategies to facilitate organisation change initiatives and overcome resistance to change by involving others, listening and building commitment.
	Decisiveness and Agility	Prefers quick and appropriate actions in many management situations, able to adapt and respond to fast changing eco system/environment.
Le	**Leading Teams**	Attracts, motivates, and develops a high performing communication team.
	Building Collaborative Relationship	Builds productive working relationships with co-workers and external parties, whilst valuing diversity (gender, race, culture).
	Communication	Expresses ideas clearly and concisely; disseminates information about decisions and plans proactively.
Leading self	**Leading with Purpose and Credibility**	Acts in accordance with stated values; has strong commitment to develop, promote and practice AA's values.
	Innovation and Taking Initiative	Takes charge and proactively seeks new ideas, experiments with new processes/practices that capitalizes on opportunities.