

Terms of Reference

Regional Communications Officer (Africa)

Job creation

Salary: 2.500 euros nets / month
Contract: 2 years (renewable)

Positioning and reporting

Position based in **Nairobi (Kenya)**,

The officer reports to the sub-regional representative of Eastern Africa in Nairobi, under the authority of the Director General and the supervision of the OIE Regional Representative for Africa, based in Bamako, Mali, and in close collaboration with the Global Communication Department, based at the OIE Headquarters in Paris.

Job purpose

The Regional Communications Assistant optimises awareness of the OIE and understanding of its mandate by ensuring communication around its activities, both as directed by the Head of the Communications Unit (for matters of global relevance) and by the Regional Representative for Africa (RR/AF) for matters of regional (continental or sub-regional) relevance. He/she is responsible for developing, implementing and monitoring regional communication activities, in line with the OIE global communication vision, the OIE 7th Strategic Plan and the OIE's corporate image guidelines.

Missions and activities

Develop communication strategies in Africa in line with the OIE global communication vision

- Develop and maintain close contact with a small communication network consisting of Paris-based and African regional representations' based communication contact points and staff;
- Participate in the internal coordination electronic meetings with other OIE staffs working on communication issues to ensure alignment with the OIE global communication vision;
- Engage closely with technical teams (units, departments) at the OIE in Paris to ensure being fully conversant on contemporary subjects/topics;
- Evaluate the communication needs in the region;
- Develop communication strategies to cover these needs; identifying target groups, messages, channels and timeframe for implementation;
- Contribute to the regional communication budget development and ensure budget follow-up;
- Develop progress indicators and monitor the implementation of the communication activities/events (audience, feedback, retweets, hits);
- Provide feedback on achieving communication objectives or failing to meet objectives and propose changes as relevant;
- Contribute to scheduled reporting requirements of OIE regional staff and offices (annual reports, reports for the General Session) and assist in re-formatting administrative reports and power-point presentations for better layout and overall presentation;
- Contribute to project progress reports that are shared with senior management, donors and partners.

Deploy various communication media to disseminate core messages

- Define dissemination strategies with a PESO marketing approach, including objectives, timelines, messages and channels;
- Propose and support the design, development and introduction of innovative communication tools and materials for digital distribution (data storytelling, innovative narratives, interactive infographics, etc.);
- Manage and participate in the development of written material (stories, articles, reports, concept notes, press releases, social media messages, factsheets, leaflets);
- Manage and participate in the development of online resources for the OIE Africa website (web postings, updates of relevant data, verification and validation of information, re-formatting technical reports for a broad audience) ;
- Assess the regional website in terms of readability, visibility and accessibility;
- Develop a regional database / repository of, and maintain contact with media professionals, bloggers and journalists, as well as formal media outlets (print and digital) ;
- Facilitate communication between the OIE Communication Unit and the network of African communications' subject matter focal points. Participate in the regular coordination electronic meetings with OIE communications' subject matter focal points in Africa and beyond;
- Participate in expert consultations, facilitate meetings and workshops, when required;
- Manage press relations at regional level, in collaboration with the OIE Communication Department and external agencies when required;
- Coordinate joint communication activities with partners at regional level.

Oversee the development of material by external providers

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- When required, develop terms of reference and technical specifications for communication consultants/agencies, in line with the expected budget;
- Contribute to the selection and contracting of external suppliers and ensure compliance with project deadlines and quality of deliverables;
- Oversee the development of material by external providers, including external webmaster(s) ;
- Identify the needs and develop/maintain a roster of communication consultants and service providers.

In addition, the Head of Department may, when necessary, assign to the incumbent any other duties within his area of competence.

Qualifications and Experience

Required qualifications

- Training or experience in human or animal health communications ; or
- Experience in the management of projects in the field of communications; or
- Experience in the development and delivery of communication products; or
- Exposure to the international institutional field; or
- A postgraduate diploma in communications, human or animal health.

Additional experience

- Experience in public health and/or veterinary public health.
- Experience working in Africa

Requirements:

Technical skills

- Excellent command of the two main OIE official languages spoken in Africa (French, English), both written and oral;
- Strong project management and editorial skills;
- Significant experience with the use of the Microsoft Office suite;
- Familiarity with multimedia production tools (design software, video editing, and other visual digital technology);
- Proficiency in web-based applications (WordPress) and digital platforms (such as Mailchimp, Survey Monkey).

Additional skills

- Knowledge of Portuguese, Arabic or Kiswahili is considered an asset;

Interpersonal skills

- Demonstrated skills in interpersonal relations and the ability to develop synergies and partnerships with key stakeholders and contacts, particularly in the media;
- Demonstrated ability to be highly organised, independent, and a diplomatic professional;
- Capacity to work with multiple team members in a multi-cultural environment with sensitivity and respect for diversity.

Working conditions

This post requires flexibility to travel internationally and long hours in a seated position at a computer.

General information

The OIE places high value on a multicultural and positive work environment.

The OIE is an equal opportunity employer and welcomes applications of all qualified candidates, irrespective of their ethnic origin, gender, opinions or beliefs.

If you are interested in the position, please complete your application online by **16 April 2021** at the latest by clicking on the link below.

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