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Approved by
A/D 7 Lohawr

Where childhood thrives, war does not.
JOB ADVERTISEMENT
South Sudanese Nationals.



Title:	Advocacy, Communication, and Media Manager
Start Date:	As soon as possible
Reports to:	Chief of Party
Travel:	Regular field travel is required
Location:	Juba, South Sudan
Closing Date:	June 6 th 2025

Background

War Child Canada is a registered Canadian charity based in Toronto that works to accelerate peace and disrupt the cycle of violence by investing in and empowering local communities to build brighter futures through comprehensive, evidence-informed programs that foster resilience, self-reliance, and self-determination.

War Child Canada is globally recognized for our grassroots, community-driven model of humanitarian action that's rooted in collaboration and entirely locally led. We have developed a solid track record of long-term, sustainable impact supporting children and families living in areas dominated by conflict.

War Child Canada works with some of the most vulnerable populations around the world and is a leader in developing and implementing programs specifically targeting and protecting children, women, and displaced people living in the most complex humanitarian environments in Afghanistan, the Democratic Republic of Congo, South Sudan, Sudan, Uganda, and Yemen.

Context

The "Pathways to Empowerment" (P2E) project is a major new program funded by the Mastercard Foundation aimed at enhancing educational access, fostering economic empowerment, and strengthening institutional capacity to benefit marginalized groups, especially refugees, internally displaced persons, returnees, and host communities. Over a period of six years (2025–2030), the project is designed to provide sustainable opportunities and pathways to dignified employment among youth in affected regions of South Sudan.

Purpose

The primary purpose of the P2E project is to create supportive environments that enable marginalized youth, particularly young women and people with disabilities, to gain quality education and access to dignified work. The project aims to dismantle barriers to education and employment through various interventions, including teacher training, policy strengthening, and direct support for youth entrepreneurs.

Intended Outcomes

Key outcomes of the P2E program include:

1. **Education Access and Quality Improvement:**

- Expand access to secondary and tertiary education, ensuring that youth can progress through quality education pathways





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- Strengthen the capacity of educational institutions and teachers to create inclusive and supportive learning environments.
- 2. **Economic Empowerment and Livelihoods:**
 - Transition young people into employment and access fulfilling work.
 - Support youth entrepreneurs by connecting them with financial resources to foster business development.
- 3. **Policy and Institutional Strengthening:**
 - Equip government officials with the skills to enhance policies for refugee inclusion.
 - Build the capacity of Refugee-Led Organizations (RLOs) to increase their effectiveness and impact within communities.

This program is implemented through a structured governance approach involving multiple stakeholders, including government bodies, educational institutions, financial partners, and RLOs, ensuring that the outcomes align with the needs and goals of the target communities.

Position Summary

The Advocacy, Communication, and Media Manager is responsible for leading and implementing advocacy and communication strategies to support the P2E consortium objectives. This role will focus on enhancing education access, economic empowerment, and institutional strengthening for marginalized youth. The Manager works closely with consortium partners and program teams to raise the visibility of War Child Canada's work and ensure advocacy and communication activities align with program goals and the Country Strategic Plan.

Responsibilities

Generic Responsibilities

1. **Advocacy and Communication Strategy Implementation:** Lead and implement advocacy and communication strategies aligned with P2E objectives and War Child Canada's strategy.
2. **Organizational Development and External Representation:** Strengthen War Child Canada's position through effective messaging, branding, and media engagement.
3. **Policy Influence and Stakeholder Engagement:** Identify key policy opportunities and represent War Child Canada and the P2E consortium to decision-makers and stakeholders.
4. **Compliance and Branding Standards:**

Specific Responsibilities

Advocacy and Policy Influence

1. Develop advocacy materials to influence education, livelihoods, and refugee inclusion policies.
2. Coordinate advocacy campaigns and events that promote program objectives.
3. Support meaningful youth participation in advocacy initiatives.

Communication and Visibility

1. Develop and implement a communications plan to promote P2E activities.





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2. Produce high-quality content such as success stories, social media posts, press releases, and reports.
3. Update and manage online platforms to reflect current activities and impact stories.

Media Engagement

1. Serve as the focal point for media relations and manage media inquiries.
2. Develop media kits, organize press briefings, and ensure positive media coverage.
3. Train staff and partners on media engagement and key messaging.

Monitoring, Evaluation, and Reporting

1. Serve as the focal point for media relations and manage media inquiries.
2. Develop media kits, organize press briefings, and ensure positive media coverage.
3. Train staff and partners on media engagement and key messaging.

Staff Welfare & Well-being (10%)

1. Oversee the implementation of employee welfare programs to promote a healthy work-life balance and enhance employee engagement.
2. Manage and promote initiatives aimed at improving staff well-being and job satisfaction.

Qualifications

1. Bachelor's degree in Communications, Journalism, International Relations, Political Science, Development Studies, or a related field. Master's degree is an advantage.
2. Minimum of 5 years' relevant experience in advocacy, communications, or media relations, preferably with NGOs or consortium structures.
3. Strong experience developing advocacy strategies, communication plans, and media engagement activities.
4. Experience working in complex humanitarian environments; experience in South Sudan context preferred.

Skills & Ability

1. Excellent written and verbal communication skills in English.
2. Strong strategic thinking, analytical, and problem-solving skills.
3. Ability to develop and maintain effective working relationships with a range of stakeholders.
4. Highly organized with excellent planning and prioritization skills.

Application Process

All interested applicants are invited to submit their application letter and copy of their updated CV to jobs.ssd@warchild.ca. strictly please no hard copy application.

Only those applicants selected for an interview will be notified. Due to the urgency of the position and the project need, applications will be reviewed on daily basis. We regret that we cannot entertain phone calls. War Child Canada is an equal-opportunity employer.

