



Request for Expressions of Interest (REOI)
Recruitment of Communications Officer for NELSAP-CU
Grant No: TF0B4716, Project ID: P172848

1. Background

The Nile Basin Initiative (NBI)/ Nile Equatorial Lakes Subsidiary Action Program Coordination Unit (NELSAP-CU) received a grant from the World Bank through the Cooperation in International Waters in Africa (CIWA) Trust Fund to finance the Nile Cooperation for Climate Resilience (NCCR) Project. NELSAP-CU is in the process of recruiting a Communications Officer.

Job Purpose:

The Communications Officer position exists to tell the story of NELSAP-CU by documenting and communicating its work to the key stakeholders. The Communications Officer reviews implements and monitors the effective implementation of the NELSAP-CU communication strategy and related actions geared at communicating the corporate and programming aspects of the organization as well as developing and distributing information to promote NELSAP-CU.

Key Responsibilities:

1. Online Presence (Web and Social media):

- Manage and routinely update the NELSAP-CU website and social media platforms.
- Develop content for NELSAP-CU social media platforms/channels including Twitter, Facebook, YouTube, etc.
- Monitor online traffic to assess and analyze NELSAP-CU social media platforms and document good practices (every quarter).
- Explore new uses of communications technologies and software including new social media tools that might be of interest to NELSAP-CU and recommend the tools for use by NELSAP-CU-CU.
- Provide on-site communication coverage to NELSAP-CU events with near real-time posting of updates in the form of news, photos, and press releases.
- Support organization and implementation of social media campaigns to increase traffic and awareness (e.g. competitions on issues/topics relevant to NBI's work, photo competitions, etc.).

2. Publications Production (Newsletters, Project Briefs, and Information, Education and Communication (IE&C) materials):

- Develop content for and produce publications such as newsletters, project briefs, and (IE&E) materials.
- Coordinate the production process for publication material.
- Support projects to document their work and produce high-quality publications ranging from project briefs, posters, and technical reports among others.

3. Events Communication and Project Documentation Support:

- Coordinate and publicize NELSAP-CU events and support projects to document their work.

- Develop and implement communication plans for key events, document NELSAP-CU events, publicize the events and ensure media coverage of the same.
- Organize training of key NELSAP-CU staff on how to effectively relate to the media.

4. Media and Publicity:

- Organize media briefings and NELSAP-CU publicity events.
- Engage and build effective relations with the media, with the over-arching message to media professionals to help create a new norm that brings Nile Cooperation to the fore of communication agenda setting.
- Liaise with and support NBI National Desk Officers and Communication Officers of Ministries in charge of Water and Energy Affairs in engaging national media on issues related to Nile cooperation and the NELSAP-CU.
- Seek media opportunities that NELSAP-CU can utilize to disseminate information.

5. Corporate communications:

- Develop and disseminate Information, Education and Communication (IECs) as well as visibility materials/products.
- Prepare a series of advocacy briefs targeting advocacy efforts to a broader range of stakeholders, both public and civil society to support smooth implementation of NELSAP-CU projects.
- Document and disseminate success stories and case studies. Ensure effective editing and proof reading of project communication documents before dissemination to stakeholders.
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Qualifications and experience:

The Communications Officer shall have the following minimum qualifications and experience:

- A bachelor's degree or equivalent in mass communication, Journalism, Public Relations, Development Communication, Communication Sciences or any other related field.
- A Postgraduate Diploma/master's degree in the above disciplines is a requirement.

Experience:

- Seven (7) years of communication-related functions, three (3) of which must have been in a busy media house.
- Experience working with website content management systems.

Skills Required:

Knowledge of English language is required. Knowledge of French is an added advantage.

- Knowledge and demonstrated experience in building an audience on social media platforms.
- Ability to brand and distil communication messages from technical documents.
- Possession of excellent analytical skills, writing for specific audiences and selection of the most effective communications mediums as well as exceptional editing skills.
- Ability to regularly measure and evaluate social media platforms using tools such as Google Analytics, Facebook insights and Google alerts.

- Good understanding of the media and how is it organized and works in the Nile Equatorial Lakes (NEL(region) countries.
 - Interpersonal skills.
 - Great writing skills.
 - Experience in Environmental writing/reporting.
 - Artistic and ability to generate appealing digital content.
 - Web and graphic design skills.
 - Graphic design skills.
- Media relations skills.

Duty Station. The Communications Officer will be stationed at NELSAP-CU Offices located in Kigali-Rwanda but shall travel extensively in the Nile Equatorial Lakes Region as need arises.

Employment Terms:

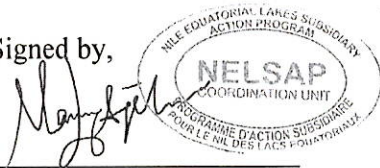
The appointment will be on a contract basis for one (1) year renewable based on performance, availability of funds and need for service with the initial 6 months as probation period. The contract may be renewed for such several times to complete the entitled six years of service in NELSAP-CU.

Interested candidates may obtain further information from <http://nelsap.nilebasin.org> and/or at the address below during office hours nelsaprocurement@nilebasin.org on weekdays from 08:00 to 17:00 hours Rwanda Time.

Selection Process

Interested candidates are invited to submit resumes and relevant supporting documents including academic documents by email addressed to nelsaprocurement@nilebasin.org with copy to nelcvacancy@nilebasin.org . The deadline for receipt of CVs is Tuesday **25th June 2024** at 16:00 hours Rwanda Time and clearly referenced ‘Recruitment of Communications Officer for NELSAP-CU’. Only candidates who meet the requirements and are short-listed for the interview will be contacted.

Signed by,



The stamp is circular with the text 'NILE EQUATORIAL LAKES SUBSIDIARY ACTION PROGRAM' around the top edge and 'PROGRAMME D'ACTION SUBSIDIAIRE POUR LE NIL DES LACS EQUATORIAUX' around the bottom edge. In the center, it reads 'NELSAP COORDINATION UNIT'.

Jacob Manyuon Deng
 Acting Regional Coordinator
 Nile Equatorial Lakes Subsidiary Action Program Coordination Unit (NELSAP-CU)