



Vacancy Announcement

Position: Communications Expert, Ethiopia

Place of work: Addis Ababa

Commitment: Full time

Duration: definite contract (for six months with possible extension)

Report to: Country Manager

Remuneration: Based on the negotiations

APPLICATION PROCESS: Applications will be reviewed on a rolling basis and position will be filled the moment a suitable candidate is found. Early applicants will have an advantage.

Interested persons should send their CV's and cover letter (stating how you would be a good fit for this role and references) to hr@reachforchange.org with Subject Line: Communications Expert , Ethiopia

Please note that only shortlisted applicants will be contacted for an interview.

DEADLINE FOR APPLICATIONS: 28 June 2020

START DATE: As soon as possible

About Reach for Change

Reach for Change is a non-profit organization founded in Sweden in 2010 that supports social entrepreneurs who are solving the most pressing issues facing children and youth in 18 countries worldwide. It runs innovation competitions, Innovation lab, Business readiness, incubators and rapid scale programs, that unleash the power of entrepreneurship and innovation to create a better world for children. Since 2012, we have been supporting social entrepreneurs in Francophone and Anglophone Africa to turn innovative solutions into sustainable, scalable ventures that alter and transform the communities in which they live. We do this by developing content for and running innovation competitions, innovation labs, incubators, rapid scale programs, entrepreneurship training and

awards and other enterprise development activities across Africa. Our new vision for RFC Foundation has realigned our strategic focus into four core areas of Climate Action, Job Creation for Youth, Women's Economic Empowerment and Agribusiness. At the heart of these core areas are impact measurement and advocacy to drive policy change, enhance existing policies and advocate for a much stronger ecosystem

Reach for Change Ethiopia was registered in Ethiopia in 2015 as a Foreign Organization. Our work focuses on women's economic empowerment, creating sustainable jobs for youths, innovation for improving education through building the capacity of local social entrepreneurs. Since 2015 we have supported the development of more than 200 social entrepreneurs and impacted the lives of over 200000 children, youth and women in Ethiopia. For more information about Reach for Change, please consult our website www.reachforchange.org.

Position Summary

To assist the country Manager and the team in achieving R4C's Ethiopia communications objectives and in coordinating internal & external communication for Ethiopia. To manage the Reach for Change Ethiopia blogs, websites, social media and contact lists to meet our mission and strategic objectives and to produce high quality content for communications. To assist the program managers in developing public campaigns to find high potential social entrepreneurs who will be supported through future Reach for Change programs.

To provide intensive support to the social entrepreneurs selected into Reach for Change Ethiopia programs, working with them to develop and implement strong communications strategies so that they strengthen as organizations and increase their reach, impacting the lives of more women and children. This will include helping them to develop a strong brand and online presence including website and social media, as well as producing other high-quality content for communications. To support them to identify their key stakeholders and develop communications that will effectively engage those audiences.



PRIMARY RESPONSIBILITIES

● **Manage the Country Websites:**

- Coordinate the compilation of all online content from program teams to be published on country websites and manage the editorial process;
- Work with the Global communication team and developers and write, edit and post a range of online content to keep the country websites accurate and up-to-date;
- Produce multimedia content, including infographics, video, photos and Ethiopia e-newsletters.
- Maintain Reach for Change Ethiopia Blog(s) and website(s) according to the strategy. Write, edit, update and publish content on the blogs and website(s), sourcing photos to complement the text.

● **Maintain country Social Media Outreach:**

- Write, edit and manage country social media content to engage audiences on country platforms;
- Liaise with program teams to compile success stories to be published on social media platforms;
- Liaise with the Global Communications Team to make sure social media plans are in sync and supportive of global campaigns.

● **Set-up and manage country contact databases.**

- Manage mailing and contacts lists & update them periodically to ensure that the quality and size of these lists improve to meet communications objectives

● **Contribute to the Production of Social Impact Reports, Periodic Updates and Newsletters**

- Support the Global Communications team with the production of quarterly updates, newsletters, publications, brochures, press kits and fact sheets to inform partners, media and the general public on the work of Reach for Change Ethiopia and inter-linkages.
- Contribute to the production of impact reports and dissemination of impact information to relevant stakeholders

● **Provide intensive communications expertise to the social entrepreneurs supported by Reach for Change Ethiopia:**

- Support these social entrepreneurs to develop communications strategies that will enable them to build their organizational profile and public awareness of their work, reaching different stakeholders including, investors, partners, potential donors, and beneficiaries
- Support them to implement their communications strategies effectively by helping them to design, develop, edit, and improve their communications materials, including website content, press releases, impact stories, etc.
- Support them to build a network of other experts and service providers who can help them to execute a strong communications plan, e.g. web designers, branding experts, printers, etc.



**Reach
for Change**

- Set up new Change Leader Blogs (soliciting pictures & content) and support Change Leaders to communicate effectively through social media and other channels.
- Support the development and execution of a stakeholder management plan to equip social entrepreneurs to build relationships with key influencers who can help them
- Help to generate news and success stories from the social entrepreneurs to promote their work within Ethiopia and outside;
- **Develop a public campaign to raise awareness about opportunities for social entrepreneurs to be supported through Reach for Change programs and to find high potential social entrepreneurs:**
 - Support the development and execution of campaigns, communication toolkits, and initiatives to source high-quality social entrepreneurs to Reach for Change programs
 - Create communications content such as flyers, posters, web content, social media content, newspaper advertisement copy and more, to ensure aspiring social entrepreneurs are aware of Create content in both Amharic and English

Primary Qualifications and abilities

- Strong writing and proof-reading skills in both English and Amharic
- Creative mind and an ability to develop strong communications strategies and interesting content
- Deadline-driven, with strong project management skills and

ability to manage multiple, sometimes conflicting priorities

- Demonstrated ability to resolve issues independently and with minimal supervision.
- Excellent computer skills and expertise in MS Office (Word, Excel, Outlook, PowerPoint) and general database systems.
- Great attention to detail
- Spoken and written fluency in English and Amharic
- Excellent communication and interpersonal skills and an ability to work with different groups of people and build networks

Secondary Qualifications and abilities

- Familiarity and skill with the tools of trade-in marketing including PR, written communication, website development, and social media.
- Knowledge in website design and development skills - Knowledge of html, internet publishing tools, photo editing, and multimedia, with a good understanding of the internet as a communication tool
- Proficient in Graphic design technology and able to use Graphic design software e.g. Adobe Creative Suite.
- Experience managing external PR and communication consulting firms and contractors.
- Demonstrated ability and desire to work in a multicultural environment with an emphasis on adaptability, learning, and continuous improvement.
- Smart, brave, and passionate with strong entrepreneurial experience and cares deeply about scaling businesses as well as improving the lives of children and youth.



Education and experience

- University degree, preferably in information, communication, public relations, or equivalent.
- A minimum of 5 years in the Marketing or PR industry.
- Experience of working and/or studying abroad is an advantage
- Familiarity with working with different types of organizations and especially startups are favored
- Applicants from both nonprofit sectors and corporate or for-profit sectors can apply