

**BIRDLIFE INTERNATIONAL - JOB SPECIFICATION/DESCRIPTION**

<b>JOB TITLE:</b>	<b>Communications Officer</b>
<b>DEPARTMENT:</b>	<b>Africa</b>
<b>DIVISION:</b>	<b>Fundraising, Policy and Communications</b>
<b>UNIT:</b>	<b>Policy and Communications</b>

**1. OVERALL PURPOSE OF JOB**

<p>To engage, educate and inform targeted external audiences about the BirdLife Partnership’s work and priorities, through creative use of various mediums, including the website, social media and print materials.</p> <p>Support the implementation of the communication components of the MAVA funded projects and visibility of BirdLife’s work in Africa.</p>
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**2. WORK RELATIONSHIPS**

<b>REPORTING TO:</b>
<p><b>Line Management Lead:</b> Communications Manager, Africa  <b>Global Lead:</b> Head of External Communications</p>
<b>REPORTING TO JOB HOLDER (LINE MANAGED STAFF):</b>
<ul style="list-style-type: none"> <li>• None</li> </ul>
<b>PRINCIPAL OTHER WORKING RELATIONSHIPS/RESPONSIBILITIES WITHIN SECRETARIAT:</b> <i>(Include nature of work relationship)</i>
<ul style="list-style-type: none"> <li>• Head of Divisions</li> <li>• Staff in Fundraising, Policy and Communications Division</li> <li>• Key staff in Conservation, Finance and Admin and Partnership and Capacity Development Division</li> <li>• Global Communications Coordination Group and campaigning teams as appropriate</li> <li>• Head of Communications</li> </ul>
<b>PRINCIPAL WORKING RELATIONSHIPS/RESPONSIBILITIES WITHIN BIRDLIFE NETWORK :</b> <i>(Include nature of work relationship)</i>
<ul style="list-style-type: none"> <li>• BirdLife Partners in Africa</li> <li>• Support Partners such as RSPB, VBN and NABU</li> </ul>
<b>PRINCIPAL EXTERNAL RELATIONSHIPS/RESPONSIBILITIES:</b> <i>(Include nature of work relationship)</i>
<ul style="list-style-type: none"> <li>• Communications and media partners and outlets</li> <li>• Journalists and influencers</li> <li>• Service providers (printers, designers etc.)</li> </ul>

**3. KEY WORKING RELATIONSHIPS GRID**

<b>Contact</b>	<b>Level (1-3)</b>	<b>Contact</b>	<b>Level (1-3)</b>	<b>Contact</b>	<b>Level (1-3)</b>
BirdLife network / other NGOs	1	General public	2	Policy makers (institutional /politicians/ corporations)	1
BirdLife advisory groups, committees, reg. councils	0	Press & media	2	Funding organisations (institutions, foundations, corporations )	0
BirdLife Global Council	0	Regulators/ legislators/ auditors	0	Individual donors/ members	0
Suppliers/service providers	1	Scientific community	1	VIPs/ royalty/ high worth individuals	0
<p><b>Level of Contact</b></p> <p>1.= General Informing. "Appearance, first impressions". May have some independent outside exposure and contact, primarily informative.</p> <p>2.= Presenting/Representing/Reporting "Relationship management". Independent exposure representing BirdLife. Maintaining individual contacts. Usually managing information flow.</p> <p>3.= Justifying/Negotiating - "Influencing decision makers". Independent exposure as lead contact, representing Birdlife to highly influential people. Responsible for complex and sensitive/high risk communications.</p> <p>Note: There is some additional guidance on this in the role evaluation sheet that should be used alongside new role descriptions.</p>					

**4. MAIN DUTIES/WORK PROGRAMME RESPONSIBILITIES**

<p><b>By main work area:</b></p> <ol style="list-style-type: none"> <li>1. Source and write content for publication across BirdLife’s various external communication channels, including the website, newsletter and magazine, in both French and English</li> <li>2. Ensure additional content relevant to French-speaking countries is translated accurately and to a professional standard</li> <li>3. Assist the Communications Manager with the development and implementation of BirdLife Africa’s communications strategy for the BirdLife Partnership in Africa, with a particular focus on spreading the message across Francophone Africa</li> <li>4. Provide creative, editorial and operational support for communications projects and events, in cooperation with relevant colleagues</li> </ol>
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5. Supporting the implementation of the communications components of the MAVA funded projects in West Africa
  6. Drive forward BirdLife Africa’s digital communication strategy, with emphasis on West Africa, leading on the development of the region’s social media presence, leading on the delivery of newsletters, and working with relevant stakeholders to devise new and innovative ways to keep BirdLife’s digital presence innovative and compelling
  7. Provide assistance to Partners in developing communication strategies and the production of communication tools and materials that are needed to meet specific national requirements
  8. Work alongside the Internal Communications Officer to ensure the priorities and accomplishments of BirdLife Africa Partners are communicated on a global level, and to increase awareness and usage of the BirdLife extranet, and accompanying tools, across the region
  9. Ensure lessons learned, best practices and case studies are captured from the partners and communicated among partners and public audience
  10. Build relationships with regional media, and assist in the translation, regionalisation and dissemination of global press releases
  11. Provide assistance in organizing interviews, press briefings, roundtable discussions, launches and other major advocacy and awareness events
  12. Assist with monitoring analytics, data entry and overall management of communications database
- Any other duties assigned by the line manager**
13. As part of the One BirdLife Team, support the Communications Manager with any other communications projects and activities and perform other duties and tasks as required, consistent with the skills and expertise of the post holder, in non-routine circumstances

**5. LIMITS OF AUTHORITY/RESPONSIBILITY FOR RESOURCES**

<b>RESPONSIBILITY AREA</b>	<b>LEVEL OF AUTHORITY</b>
<b>Financial/Budgetary</b>	None
<b>Contracts – Funders</b>	None
<b>Contracts – Staff/Consultants</b>	None
<b>Contracts – Service providers</b>	None
<b>Legal Responsibility</b>	None
<b>Other</b>	

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**6. EDUCATION/SKILLS AND OTHER SPECIAL REQUIREMENTS**

<b>REQUIREMENTS</b>	<b>KNOWLEDGE/SKILLS/ATTRIBUTES</b>
<b>Minimum General Education</b>	Bachelor Degree level
<b>Job Specific Education/Qualification</b>	A degree in journalism, media, communication or other relevant field. An additional qualification in the field of conservation and experience related to training would be an advantage
<b>Job Specific Knowledge</b>	Proven knowledge of working effectively across a range of media platforms
<b>Experience</b>	Communication experience, preferably in the conservation sector with track record of producing high-quality communications outputs to deadline
<b>Management &amp; organisational skills</b>	Good organisational and planning skills, with motivation and ability to adhere to deadlines, ability to work with diverse sectors
<b>Communications skills</b>	Excellent written and oral communication skills
<b>Creativity &amp; Initiative</b>	Flexibility, adaptability and ability to work independently
<b>Computer Literacy</b>	Good computer skills including the use of internet, social media and web design; video editing skills will be advantageous
<b>Languages</b>	Fluency in oral and written French and English, speaking Portuguese will be advantageous
<b>Travel requirements</b>	Willingness and ability to travel
<b>OTHER DESIRED/HELPFUL KNOWLEDGE/SKILLS/ATTRIBUTES</b>	
Knowledge about BirdLife, birds, NGOs and about working in an African context will be an advantage.	
<b>Prepared by:</b>	<b>Date:</b>
Ademola Ajagbe	11 January 2019