



## **Position: Communications Advisor – Horn of Africa Regional Programme and Ethiopia Country Programme**

### **Background**

The Life & Peace Institute (LPI) is an international centre that supports and promotes nonviolent approaches to conflict transformation through a combination of research and action that entails the strengthening of existing local capacities and enhancing the preconditions for building peace. LPI envisions a world where peace, justice and non-violent relations prevail through people's active work and commitment. LPI works with a variety of partners in the Horn of Africa region, Somalia, Sudan, Kenya, Ethiopia and the Great Lakes region, particularly the Democratic Republic of the Congo.

### **Position Summary**

The Communications Advisor will be responsible for the effective implementation of LPI's communications efforts for our Horn of Africa regional programme and Ethiopia country programme in close collaboration with the Global Communications Advisor, the HARP Team Leader, the HARP team and the Ethiopia country manager (all based in Addis Ababa).

He/she excels at digital skills, writing, innovative thinking, implementation, and evaluation. He/she is a great networker and communicator. He/she will be quick to learn and enthusiastic.

He/she will be based in Addis Ababa, Ethiopia.

### **Relations within the organisation**

Line Manager: HARP Team Leader

Matrix Manager: Global Communications Advisor

Working relations: HARP and Ethiopia programme staff, programme staff in other LPI offices as required, Director of Global Policy, communications associates in other offices, Addis finance and admin staff.

### **Key Duties and Responsibilities**

The Communications Advisor will be responsible for implementing LPI's new communications and brand strategy, specifically related to the HARP and Ethiopia programmes.

Her/his main tasks will consist of, but are not limited to:

- Drafting, testing and posting digital and offline content including stories, social media posts, emails, annual reports and website updates
- Supporting the implementation of LPI's global communications calendar
- Graphic design for social media, emails, website and other offline products
- Coordinating photography and videography locally, including editing, filing and posting
- Supporting the posting of and readership analytics for LPI's flagship bulletin, the Horn of Africa Bulletin

- Supporting the planning and implementation of LPI events taking place in the HoA region, including the HAB Forum
- Supporting implementation of new brand/identity and vetting use
- Supporting the development of the new website
- Supporting the implementation of LPI's youth, peace and security communications campaign
- Media partnerships research, follow-up and implementation
- Supporting the delivery of communications testing and staff capacity building/training
- Nurturing partnerships with communications colleagues in stakeholder organisations; ongoing review of other players in the market, opportunities for synergies and partnerships
- Following through on the communications aspects of partnerships with governments, national institutions, civil society organisations and grassroots stakeholders including youth and women
- Monitoring and evaluation (including analytics) of communications initiatives
- Participating in and contributing to other tasks as assigned by the line manager, as needed for HARP and Ethiopia
- Supporting the implementation of a new internal communications plan
- Adhering to all LPI policies and guiding principles including but not limited to the Code of Conduct.

The successful candidate will be offered a one-year contract with the possibility of extension based on performance. The position will be full time, with an average 40 hours of work per week.

### **Experience and skills**

- Relevant BA degree
- Minimum of three to five years' experience in communications working in Africa, ideally with NGOs, development agencies or a communications consultancy
- Knowledge and understanding of peace-building, civil society engagement (in particular, youth) and conflict sensitivities in the Horn of Africa
- Strong understanding of the evolution of media from traditional to digital
- Proven ability to network, speak, write and communicate effectively, and to tailor messages to diverse audiences
- Strong attention to detail and proof-reading excellence
- Aptitude for photography and videography
- Basic graphic design (Adobe, PaintShop etc) and web content management experience (WordPress preferred)
- Implementation experience for social media and email channels including Facebook, Twitter, TweetDeck, WhatsApp, YouTube, MailChimp and Instagram
- Knowledge of project management, monitoring and analytics tools, such as Hootsuite, Google Analytics, Twitter and Facebook Analytics, Trello and Wrike
- Experience in successfully operating in an international environment with people from diverse backgrounds and cultures
- Ability to work in English is essential; Amharic and other AU or IGAD working languages preferred
- Commitment to LPI's values.

**How to apply**

Please submit your application in English with subject 'HARP/Ethiopia Communications Advisor' by **29 March 2019** to: [applications.addisababa@life-peace.org](mailto:applications.addisababa@life-peace.org).

Applications must include a CV, one short example of writing, and a link to any photos, graphic or social media work, and a one-page cover letter explaining why you should be hired.

Only shortlisted applicants will be contacted. We thank you for your interest and look forward to receiving your application.