

Plot 16, Tufnell Drive, Kamwokya
 PO Box 6770
 Kampala, Uganda



Job Description - Technical Manager - Communications

Job Title:	Technical Manager - Communications
Department:	Operations and Support Services
Supervised by:	Executive Director
Place of work:	Kampala
Supervisees:	N/A
Job Role	
Role Overview:	The Technical Manager for communications provides strategic direction and works with all teams to ensure dynamic, accessible, and inspiring external engagement and communications with a wide range of stakeholders through Raising Voices' various communication channels including websites, social media, publications and other multimedia platforms and activities.

Key Result Areas	Duties and Responsibilities
1. Communication Strategy and Workplan	<ul style="list-style-type: none"> • Keep on course with the trends and directions of the communications field to inform Raising Voices' communication approaches. • Lead the development of the Raising Voices communication strategy and workplan; • Support strategic alignment of the Raising Voices communications role and strategy with other teams' goals • Provide close and regular coordination with teams and technical staff to identify internal and external communication opportunities and provide support to ongoing activities. • Lead implementation of Raising Voices communications strategy and workplan. • Communicate Raising Voices ideas, values and vision in creative and compelling ways across our communications channels. • Use creativity and attention to detail to develop and support quality communications across the organization. • Work with graphic designers, illustrators, editors, printers to produce dynamic communications.
2. Digital platforms	<ul style="list-style-type: none"> • Ensure violence prevention discussions are vibrant and visible using various social media platforms through direct content sharing, engaging and amplifying contents of likeminded individuals, groups and organisations

Key Result Areas	Duties and Responsibilities
	<ul style="list-style-type: none"> • Innovate and implement new strategies and platforms, consistent with Raising Voices goals and feminist practices; • With the support of the Executive Director, design and implement a social media strategy that advances Raising Voices’ commitment to preventing violence against women and children; • In collaboration with teams, ensure regular content updates of the website(s) to ensure accurate and timely information sharing of our work, in a manner that reflects our aesthetic values and standards; • Together with the IT department, assess digital analytics to understand reach and access of Raising Voices’ communications and adjust and strengthen where needed. • Analyse and optimise social media systems and processes and update where necessary to ensure the most effective and efficient outcomes; • Design and manage social media campaigns as outlined within the broader strategy to achieve the communications strategy; • Develop and schedule all social media content, collaborating with graphic designers on content creation where necessary, and building and engaging communities across all social media channels; • Approve digital campaigns developed by program teams, offering guidance and direction • Ensure Raising Voices’ style, tone and quality is consistent in all social media outputs as needed, to ensure continuity across all social media platforms. • With inputs from various teams develop the monthly E-bulletin (MyEmma) and share with partners in a timely manner.
3. Multimedia Engagement	<ul style="list-style-type: none"> • Support the development and dissemination of various creative and multimedia products including video, radio, posters, etc; • Liaise with journalists and other media houses (in both print and electronic) to cover Raising Voices’ impact stories for strengthening stakeholder engagements and advocacy; • Collaborate and monitor media coverage and attend both internal and external events together with the relevant program teams; • Follow up key coalitions between movements and donors to catalyse collaborations between activists and donors towards social justice change; and • Prepare timely and strategic communication content to grow the website and digital traffic.
4. Documentation of Stories	<ul style="list-style-type: none"> • Develop creative and popular communications (campaigns, videos, publications, events, etc) highlighting the voices of women and children impacted by Raising Voices programming. • Together with the program teams and the Learning Team, develop and follow a systematic program documentation plan for the organisation activities; and • Be responsible for gathering Raising Voices transformation stories along with the program teams.

Key Result Areas	Duties and Responsibilities
5. Publications & blogs	<ul style="list-style-type: none"> • In coordination with the various teams, produce popularized content and materials and coordinate their publication. These may include annual reports, program briefs, learning papers, etc • Support the uptake of ideas through effective dissemination approaches • Develop materials from concept through to editing, proofing, design and printing, ensuring quality throughout.
6. Organizational and Learning team Processes	<ul style="list-style-type: none"> • Participate in organisational processes including staff meetings, Staff Development sessions, departmental meetings, learning sessions among others; and • Participate in strategic thinking and planning for the organization.
7. Supervision and mentorship	<ul style="list-style-type: none"> • Provide capacity strengthening support to staff to improve their internal and external communication skills, supporting on specific pieces from each team where necessary; • Provide constructive and supportive supervision to staff in the department you will be working.
8. Other	<ul style="list-style-type: none"> • Any other responsibilities assigned by the Executive Director commensurate with the role of a Technical Manager of Communications at Raising Voices.

Person Specification	
Education & Certifications	<ul style="list-style-type: none"> • Bachelor's degree in the fields of Communication, Journalism, Public relations, Marketing or the equivalent. A masters/post graduate qualification is an added advantage.
Essential Experience	<ul style="list-style-type: none"> • At least five to seven years relevant NGO experience in communications including, writing, editing and producing creative written communications for targeted audiences; • Proven creative work experience in a communications role in a social justice organisation; Strong experience managing multiple social media platforms (e.g., Twitter, Instagram, FB, TikTok, etc), including best practice, and social media management systems and tools; • Advanced technical skills in creative communication, public engagement and media relations; • Familiarity with social media platforms and digital environment best practices, internet culture and language.
Essential Knowledge	<ul style="list-style-type: none"> • Knowledge of communication and media industry. • Demonstrated proficiency with communications technologies. • Commitment to, and ability to articulate human rights issues, violence against women and violence against children experience, a plus.

Person Specification	
	<ul style="list-style-type: none"> • Familiarity with the global women and children's rights movements, an added advantage.
Essential Skills	<ul style="list-style-type: none"> • Strong interpersonal, cross cultural and communication (written and oral) skills; • Excellent ability to synthesize, understand and communicate complex issues effectively; • Attention to detail, visual intelligence and an eye for beauty. • Ability to identify and understand different audiences, utilize and adapt appropriate communication channels and content; • Creative design thinking, graphic designing and working with other design tools/software; • Committed to contributing to and operating within a feminist organizational culture; • Personal integrity and transparency, serving as a role model for others; • Maintains high standards of quality programming; • Keen appreciation of quality and standards, displaying mature, professional demeanour and with ability to take responsibility for delivering results; • Organized, proactive problem solver; • Exhibits high levels of professionalism - good time management skills, takes initiative, meets deadlines, is honest and cooperative; and • Contributes to positive organizational culture; embodies the core values of Raising Voices.