



## Vacancy Announcement

**Deadline: 16th January, 2022**

**Job Title:** Communications Coordinator

**Organization:** Akina Mama wa Afrika (AMwA)

**Duty Station:** Kampala or remotely within Africa

**Reports to:** Head of Programmes

**Supervises:** Communications Associate

### About Akina Mama wa Afrika (AMwA)

Akina Mama wa Afrika (AMwA) is a feminist Pan-African non-governmental organization with headquarters in Kampala, Uganda. Our mission is to build feminist leadership and collective power to deconstruct intersectional systems of oppression to advance gender and social justice.

### Role Summary

The Communications Coordinator is responsible for planning and implementing strategic communications to increase the reach, influence, and impact of AMwA's work. The Coordinator ensures that the lived experiences of African women in their diversity are documented and captured in a powerful, engaging, and consistent way, and that their voices are amplified in all critical spaces. They oversee and drive institutional communication for the organization including digital marketing and content creation, pursue visibility for the organization in a manner consistent with feminist values, and strengthen AMwA's brand and identity as a pan-African feminist organization. The Coordinator also serves as AMwA's spokesperson when required.

### Key roles and responsibilities

#### Communications strategy

- Lead the development of AMwA's communication strategy to guide its internal and external operations, in collaboration with the Programme Leads.
- Conceptualize and implement strategic communications campaigns that influence discourse in AMwA's areas of interest, and that increase visibility of the organization's work and the issues important to our constituents.
- Create innovative ways of sharing AMwA's research and feminist analysis in print, broadcast, and digital media; and build and maintain relationships with reporters at the national and regional levels.

- Ensure timely preparation of high-quality communications materials including but not limited to press releases, op-eds, fact sheets, annual reports, position papers, speeches, and talking points.
- Monitor and provide timely assessments of the socio-political environment and provide strategic information on opportunities and challenges, as well as develop and implement crisis communications plans.
- Develop and implement a social media strategy.
- Take lead in developing complementary communications for high-level events such as press conferences, program launches, regional engagements, speaking opportunities, etc. Consciously build AMwA's brand through social media and other outreach efforts.
- Document stories and curate the lived experiences of women, girls and gender expansive persons through oral herstory, using a feminist lens of storytelling.
- Ensure effective representation of AMwA in a variety of forums and maintain external relationships with the media and other relevant institutions nationally, regionally, and globally.

### **Advocacy**

- Work closely with programmes to amplify and sustain voices of African women, girl and gender expansive persons and their demand for gender justice.
- Monitor and document and brief the team on changes in the geo-political and social landscape at the national, regional, and global levels that are relevant to AMwA's work.
- In collaboration with programme teams, popularize knowledge products through simplification of complex concepts to drive advocacy.
- In collaboration with other Leads and the Monitoring and Evaluation and Learning Coordinator, conduct researches to generate evidence base for policy engagement, and disseminate results to internal and external constituents through a variety of avenues.

### **Movement and coalition building**

- Contribute to building strategic partnerships with key external stakeholders that will lead to the creation of strong movements for collective advocacy.
- Identify opportunities for cross-movement collaboration and solidarity building and consciously creates relationships in this regard.
- Ensure effective information flow and communication with other stakeholders including partners and international teams
- Support in coordinating periodic networks forums for all the members and AMwA alumni

### **Qualification / Experience**

- Bachelor's degree in Communications, Journalism, Social Sciences, Political Science, Gender, Law, or any other relevant discipline.
- A minimum of 5 years in a similar position of development work, communicating and advocating for the rights of women, girls and gender expansive persons.
- Evidence of thought leadership through writing blogs, papers, opinion pieces, etc, and engagement in panel discussions is strongly desired.
- Demonstrable experience developing and implementing successful communications and advocacy campaigns at the national, regional and global levels.
- Evidence of transdisciplinary knowledge in AMwA's thematic areas of work; Women's Political Leadership, Sexual and Reproductive Health and Rights, and Economic Justice and Climate Action is a plus.
- Ability to manage an interactive website
- Knowledge of digital communications including social media.

- A proven commitment to women’s rights activism and demonstrable experience in gender justice advocacy or human rights broadly;
- Excellent communication and interpersonal skills, including superior writing skills and public speaking;
- Ability to organize and work collaboratively with a wide range of stakeholders;
- Ability to communicate and work effectively in English.
- Competency in other major languages used on the African continent will be an added advantage.

### **How to Apply**

Candidates who meet the above criteria are advised to apply. *Young feminists, nonbinary and transgender persons, as well as persons with disabilities are encouraged to apply.*

Please send a cover letter, Curriculum Vitae, and writing samples via email with the subject line “Communications Coordinator” to: [recruit@akinamamawaafrika.org](mailto:recruit@akinamamawaafrika.org). The deadline for application is **16th January, 2022**.