REQUEST FOR EXPRESSION OF INTEREST FOR A COMMUNICATIONS EXPERT

Institution: Centre for Tobacco Control in Africa (CTCA)
Project Title: Enhancing Tobacco Control Sustainability in Africa
Expression of interest No: CTCA/EOI/2019/009

1. Introduction:

The Centre for Tobacco Control in Africa (CTCA) was established in July 2011 by the World Health Organization, with funding from Bill and Melinda Gates Foundation, to build and sustain Institutional Capacity of African governments in tobacco control. CTCA has received a phase III funding to implement a three-year project to enhance the tobacco control sustainability in Africa. The objectives of the project include;

i. Improve sustainability of tobacco control in target countries
ii. Enhance tobacco control actors’ knowledge and skills in policy, design, implementation, monitoring and evaluation
iii. Foster TC research and alternative livelihood interventions and
iv. Strengthen CTCA institutional and human capacity to effectively deliver on its mandate

Assignment objective and scope

The objective of the assignment is to disseminate CTCA work and increase the center’s visibility.

CTCA therefore wishes to recruit a part time, on prorata basis, Communications Officer who will be responsible for designing and implementing communication strategy of CTCA. The specific duties include;

i. Provide interface of CTCA with the public–nationally, regionally and globally
ii. Review and update the CTCA communication and branding strategy
iii. Develop communication/branding materials such as brochures, banners, policy briefs, newsletter articles, press releases etc
iv. Review, and together with the IT Officer redesign,and provide updates for the CTCA website
v. Develop and maintain contact information, materials and relationships with journalists and media outlets (print, TV, radio, web etc.) within and outside Africa
vi. Monitor and evaluate the use and effectiveness of media materials.
vii. Update CTCA online platforms (twitter, Facebook, Instagram and LinkedIn) on a regular basis through regular monitoring, positing and content development
viii. Provide technical support to ensure that a set of communication performance indicators is identified and adjusted as necessary, and these communication indicators are incorporated in the work plan
ix. Convert CTCA photos and monographs into motion formats for display and running on TV screens at reception
x. Provide technical support in communication and advocacy for CTCA related activities to target countries and beyond.

xi. Broker CTCA services for assisting in developing effective communication strategies of governments and regional tobacco control activities

### 2. Qualifications

a) A minimum of a Bachelor’s degree in Mass Communication, Journalism, Public Relations or related degree.

b) Minimum of five years’ work experience in communication, public relations and advocacy

c) Language: Bi-lingual with excellent command in English and French

d) Skills and abilities:

- Strong interpersonal skills
- Excellent Oral and written communications
- Excellent computer skills
- Strong organizational and planning skills
- Proficient in MS Office and website content presentations
- Candidate should be able to work independently – with minimum supervision and guidance from supervisors.

### 3. Expected Key Deliverables

The Officer will be expected to deliver on the following:

- Enhance visibility of CTCA
- Produce branded/communication materials
- Re designed and updated website
- Updated communication and branding strategy
- Post and maintain CTCA website alive
- Motion library

### 4. Selection of best candidate

The best candidate will be selected on merit in accordance with the Selection Based on the Individual Qualifications and experience.

### 5. How to apply

Interested and suitably qualified candidates may apply for the post by:

Submitting a motivation letter of not more than 1000 words and clearly marked as "Application for the position of Communication Expert" in soft copies at the address below not later than 17:00 hours EAT on the December 31, 2019.

a) In addition to the requirement in (a), interested applicants should submit:

i) a CV with contacts of 3 professional referees, and

ii) a copy of all relevant academic documents.

b) Applications may be sent to:

Email: eoi@ctc-africa.org