



EXPRESSION OF INTEREST FOR A COMMUNICATIONS EXPERT

Institution: Centre for Tobacco Control in Africa (CTCA)
Project Title: Enhance Tobacco Control Institutional Capacity in Africa
Expression of Interest Number: CTCA/EOI/ G339/2024

1. Introduction:

The Centre has received funding from the African Capacity Building Foundation (ACBF) for the 2024-2026) to implement a project on institutional development. The project investments are geared towards sustaining human resource capacity and knowledge generation to reduce use of all forms of tobacco products in Africa.

Specifically, the project aims to:

1. Enhance training opportunities for African governments and relevant actors in tobacco control in the continent
2. Increase access to knowledge for guiding tobacco use prevention and control in Africa
3. Reinforce the institutional development of CTCA for an optimal performance of its functions and processes.

Therefore, CTCA is seeking the services of a communications expert to to raise the visibility of the Centre and the knowledge translation of the programmatic outputs. The expert will be engaged on a retainer basis.

2. Scope of Work

The objective of the assignment is to disseminate CTCA work, institutional branding, maintain the website alive and drum the second Africa conference on tobacco control and development.

- i. Coordinate and oversee the development of the Alternative Livelihoods documentary in Zambia and its dissemination
- ii. Develop communication/branding materials such as brochures, banners, policy briefs, newsletter articles, press releases etc
- iii. Review and provide updates for the CTCA website
- iv. Update CTCA online platforms (twitter, Facebook, Instagram and LinkedIn) on a regular basis through regular monitoring, positing and content development
- v. Provide technical support to ensure that the second Africa Conference on Tobacco Control and Development is organized and help successfully

3. Qualifications

- a) A minimum of a Master's degree in Mass Communication, Journalism, Public Relations
- b) Minimum of five years' work experience in communication, public relations and advocacy
- c) Excellent command in English; French will be an added advantage

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.

4. Expected Key Deliverables

The Officer will be expected to deliver on the following;

- Produce branded/communication materials
- Updated CTCA website
- Updated communication and branding strategy
- Coordinate development of a Documentary for Alternative Livelihoods in Zambia
- A successful second Africa Conference on Tobacco Control and Development
- Post conference legacy activities

5. Reporting

The communications expert will report directly to the Chief Operations Officer/Manager of CTCA

6. Remuneration

The Technical resource will be remunerated at a negotiated person effort rate/retainer basis subject to statutory provisions as required by the Ugandan law.

7. Selection of best candidate

The best candidate will be selected on merit in accordance with the Selection Based on the Individual Qualifications and experience. The applicant should have no relationship with Tobacco Industry and will be required to declare Conflict of Interest (DoI).

8. How to apply

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

Submitting a motivation letter clearly marked as “Expression of Interest for the position of Communication Expert; CTCA/EOI/G339/2024/” in soft copies at the address below not later than 17:00 hours on the 8th April 2024.

- a) In addition to the requirement in (a), interested applicants should submit:
- i) an application letter,
 - ii) a CV with contacts of 3 professional referees, and
 - iii) a copy of all relevant academic documents.

- b) Applications may be sent to:

Email: eo@ctc-africa.org