



**NAME OF PROJECT:** Strategic Communications Manager

**DEPARTMENT:** Communications

**CONTRACT:** Consultant

**Start Date:** Immediately

**Duration :** August 2023 to December 2023

**Reporting:** Directly reporting to Executive Director, with dotted line report to Head of Communications

**Location:** Based in one of Greenpeace's offices in Cameroon, DRC, Kenya, Senegal or South Africa

Flexibility to work remotely as Greenpeace Africa implements a hybrid work location model.

---

### **Background and context**

Greenpeace Africa (GPAF) is a diverse organisation that cares about the environment, justice and the wellbeing of people and the planet through working together to make a collective impact.

GPAF is in the process of implementing its 4 years strategy that is aimed to transform Greenpeace Africa, to be an organisation working on campaigns delivering systemic impacts in Africa, with an operating model that is fit for purpose and responsive to the challenges facing Africa.

### **Purpose of the Role**

The Consultancy will oversee organisational and programme related communications within the Executive Director's office. As a Communications Manager for the Executive Director, you will play a crucial role in developing and implementing strategic communication initiatives to enhance the organisation's public image and support the goals and objectives of the Executive Director. You will be responsible for managing both internal and external communications, crafting key messages, and ensuring consistent and effective communication across various channels. The position reports directly to the Executive Director with a dotted line to the Communications Director and works closely with Communications Managers. The position is responsible for brand visibility and profiling the Executive Director as the face of the organisation.

### **Key responsibilities**

#### **Strategy development**

- Provide strategic guidance to the ED on improving internal communications within GPAF and the wider Global organisation.
- Develop communications strategy for ED profiling and public profile. Develop communications plans for ED involvement in different multilateral spaces.
- Design relevant communication and engagement strategies to support the ED in ensuring organisational objectives of the EDO.
- Collaborate with the Executive Director to develop a comprehensive communication strategy aligned with the organisation's mission, vision and goals.
- Identify target audiences and tailor communication efforts to effectively reach and engage them.

#### **Implementation and Coordination:**

- Ensure optimisation of strategies and plans through the implementation process. Lead on creating a wide range of content (speeches, PRs, SoMe content etc) required, for both internal communications and external profiling for the EDO.
- Regularly explore the potential for public speaking platforms for the ED and developing communication materials to support opportunities.
- Creation of communications for a mix of relevant channels and media, ensuring the ED's social media profile is maintained and effectively optimised for Greenpeace Africa's organisational and programmatic goals.

- Ensure communication material produced adheres to editorial policies and in line with the identity guidelines across all platforms.
- Ensure effective internal communication is done consistently on behalf of ED. Contribute to budget forecast and expenses follow-up with the Project Leader, Campaign Manager
- Ensure materials are developed on time & on budget (e.g. reports, IPRs, Q&As, briefings etc.) on behalf of ED. Provides advice, and implements international best practice models.

#### **Media Monitoring, analysis and learning:**

- Undertake regular media monitoring to understand coverage of EDO and opportunities available for profiling
- Ensure that comprehensive media analysis is compiled for all major projects and activities involving the EDs office.
- Evaluation of organisational and project based communications messages and materials through media monitoring and coverage analysis. Ensure monthly media analysis is shared with the team.

#### **Media relations, Networking and Brand profiling:**

- Optimise responsive opportunities to profile the EDO.
- Build and maintain relations with the media in relevant regions
- Use media relations to strategically enhance Greenpeace Africa communication objectives.
- Grow a network of tier 1 regional and national media that can contribute effectively to the visibility and profile of Greenpeace Africa.

#### **Training and building thought leadership for the ED:**

- Coach and support the ED on communications strategy to ensure the delivery of effective work with the ED to build her thought leadership through Opinion editorial and use of other media techniques.
- Build and maintain capacity in relevant teams on media engagement, spokespersonship and public speaking.
- Act as gatekeeper for ED on GPAF's brand identity and style guide, communications protocols ('ways of working') & available support resources (e.g. photo, video, publishing etc.)
- Regularly liaise with GPI hubs and the IEDs communications team ensuring latest global trends and ways of working are incorporated in GPAF's EDO communications approaches.

#### **Content development and Editing:**

- Craft clear, concise, and compelling messages that align with the organisation's mission and values for the ED.
- Develop and maintain the organisation's ED's brand voice and ensure consistent messaging across all communication platforms.
- Assist the Executive Director in preparing speeches, presentations, and other communication materials.
- Lead in creating a wide range of content (speeches, PRs, SoMe content etc) required, for both internal communications and external profiling of the EDO.
- Regularly provide content for the digital team and provide editorial support in digital content creation that enhance ED's public profile.
- Produce internal EDO's newsletter every quarter with a fresh, improved content quality in liaison with other members of the Communications team.

#### **Engagement Integration:**

- Develop and implement effective internal communication strategies to keep staff informed and engaged from the EDO.
- Support the ED in communicating organisational changes, updates, and initiatives to staff.
- Develop crisis communication plans and protocols to ensure a timely and effective response in case of emergencies or sensitive situations.
- Serve as a spokesperson during crisis situations and manage communication with stakeholders.
- Encourage functional integration among fundraising, engagement, and campaign departments.
- Works closely with the digital team and communication managers to identify and leverage opportunities for EDO's public profile.

### Qualifications and experience

- Masters Degree in Journalism, Communications or Media Studies or equivalent experience.
- 7+ years of experience in Media/Public relations/Journalism, strong experience in the media. Understanding of the media landscape in Africa. Knowledge and understanding in design and implementation of communication strategies.
- Experience working in an international organisation on campaign based marketing and branding is preferred.
- Highly developed writing skills.
- Bilingual (English and French).

### Other requirements

- Willingness to travel.
- Proven track record leading and implementing campaigns communication in the specific region.
- Highly-motivated and driven.
- High proficiency in written English and French in the sub-regions required).

### Our Commitment

*Greenpeace Africa is an equal opportunity organisation committed to achieving diversity within its workforce, irrespective of gender, nationality, disability, sexual orientation, culture, religious and ethnic background.*

Interested qualified candidates should email a cover letter & resume to [rafrica@greenpeace.org](mailto:rafrica@greenpeace.org) with Strategic Communications manager Consultancy - Greenpeace Africa as subject line by **18 August 2023**.