

Salary Band 3	Junior Communications and Visibility Advisor
Reports to:	Deputy Programme Manager
Duration:	Until 31 December 2023

1. BACKGROUND

The **BMZ** financed programme “**Transboundary Water Management in SADC**” supports the implementation of regional strategies for **Integrated Water Resource Management**. In its fifth phase, the focus lies on supporting the national programme for **Integrated Catchment Management (ICM) in Lesotho**, which is co-financed by the **EU**. ICM is a multi-stakeholder initiative that includes ministries, civil society and the private sector. The programme aims to develop capacities of Basotho stakeholders and implementing rehabilitation and prevention measures at catchment level.

Generally, junior professionals perform their duties in accordance with guidelines defined by the manager or are under the instruction of professionals in higher bands.

The content of work and the learning stages are geared towards enabling the staff member to assume functions in GIZ band 4 or corresponding activities in the market.

This function allows the employee to acquire technical and methodological knowledge and personal and social skills which can also be used in other band 4 functions.

Are you a young professional who is at home on **Instagram, Twitter, Facebook and TikTok**, and do you know how to grow and engage a following on these platforms? Are you a gifted writer who makes people hang on every of your words? Do you enjoy telling stories about people who make a change in their community and are you passionate about **restoring Lesotho’s land and water**? Do you like to work collaboratively? Then join the **Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH** and work with us to support **Integrated Catchment Management (ICM) in Lesotho**.

A. RESPONSIBILITIES

As the Junior Communications and Visibility Specialist, you will:

- Support ReNOKA ('we are a river'), the national programme for integrated catchment management in its communications and PR across all platforms (press releases and news items on www.renoka.org, social media content, quarterly newsletter, community events and stakeholder meetings)
- Heighten the visibility of the EU- and Germany-funded technical cooperation project "Support to Integrated Catchment Management in Lesotho" as per the project's Communication and Visibility Plan
- Work with all implementing partners of the project (NGOs, UN organisations and research institutes) so that all organisations communicate coherently and adhere to the EU Communication and Visibility Requirements. For this purpose, you will assist with the development a quarterly communications work plan with all partners and ensure its implementation
- Monitor the reach and engagement of all communications activities and provide regular audience engagement reports; make recommendations on how to improve communication strategies based on these data

B. TASKS

As the Junior Communications and Visibility Specialist, you will perform the following tasks:

1. Visibility of project activities across all communication channels

- Support with preparation and publication of content on all relevant ReNOKA and GIZ communication channels: website, social media, print media, radio, television, newsletter event and stakeholder engagement.
- Help ensure that EU Communication and Visibility Guidelines are adhered to and that the project's Communication and Visibility Plan is implemented in line with the stated targets and activities
- Help with the organisation of national media events and field visits
- Support technical staff with the communication of their respective activities
- Conduct extensive travel to catchment areas across the country to cover activities and coordinate with regional technical advisors in collecting stories from local communities
- Support with preparations and implementation of ReNOKA campaigns
- Develop and identify further suitable communication tools

- Provide support in the management of service providers, incl. marketing agencies, graphic designers, copyeditors

2. Management of online presence

- Produce social media and newsletter contents for ReNOKA and partners (i.e. EUD, SADC, German Embassy, GIZ)
- Engage with online audiences and ensure comments and questions are addressed timely and appropriately
- Manage the ReNOKA website and its proper functioning with the support of a web developer

3. Press relations

- Maintain contacts with national media houses
- Draft and send out press releases on relevant project activities
- Organise and manage press briefings

4. Information Materials and Merchandise

- Compiling, assemble and distribute communication and information materials for specific target groups and platforms
- Support in the production and management of ReNOKA merchandise

5. Coordination of activities with implementing partners

- Assist with the planning and coordinating of Communication & Visibility activities
- Ensure that publications and materials are produced in accordance with the ReNOKA Style guide, EU requirements and GIZ standards
- Support the preparation and coordination of media trainings
- Organise events and look after foreign delegations and VIP visitors

6. Media Monitoring

- Produce monthly media monitoring report that contain relevant data for audience reach and engagement
- Evaluate of google and social media analytics
- Provide recommendations for improvements based on the data.

Other duties/Additional tasks

- Perform other duties and tasks at the request of management

C. REQUIRED QUALIFICATIONS, COMPETENCES AND EXPERIENCE**Qualifications**

- BA / MA or comparable qualifications in Communication, marketing, Journalism or similar;
- Excellent command of English and SeSotho both written and spoken;

Professional experience

- Excellent command of English and SeSotho both written and spoken;
- Initial experience (Internship or similar) in this area;

Other Knowledge, additional competences

- Knowledge of the latest social media trends is an advantage
- Strong writing skills
- Ideally, initial experience in contributing to publications related to environmental and social issues
- strong team, intercultural, and communication skills
- self-driven, quick to learn, flexible, and highly motivated
- flexibility and mobility: if required, readiness to travel and to have flexible working hours
- very good working knowledge of ICT technologies and computer applications (e.g. MS Office, Outlook, MS Teams). Knowledge of online publishing platforms (e.g. WordPress, mail chimp) is an advantage.

D. ADDITIONAL INFORMATION

- This position is based at the GIZ programme office in Maseru, Lesotho.
- The contract period for this position is until **31 December 2023** in line with the commissioning of the Project.

E. APPLICATION PROCESS

Suitable candidates should apply by submitting a **motivation letter (max. 1 page)** detailing why they should be the preferred candidate and the value they will bring to the work of ICM. This should be accompanied by a **detailed CV indicating their nationality to:** recruit-pretoria@giz.de for the attention of **Head of HR** with the Subject Line: **“Junior Communication and Visibility Advisor - ICM”**

Closing date for applications: **24th of June 2022.**

Only Permanent Residence holders and/ or Lesotho Citizens will be considered.

Interviews will be held in Maseru, Lesotho

Only shortlisted candidates will be contacted.

Applications without a motivation letter will not be considered!