JOB PROFILE – PARTNERSHIPS & RESOURCING OFFICER

SECTION A: JOB TITLE

A.1 JOB IDENTIFICATION	
1. Job Title	Advocacy and Communications Officer
2. Job Grade	D2

A.2 LOCATION OF POSITION	
Division	Chief Executive Office
Department	Chief Executive Office

A.3 REPORTING LINE
Immediate Supervisor
Chief Executive Officer
Number of Direct Report(s)
N/A
Number of In-Direct Report(s)
N/A

SECTION B: JOB PURPOSE, DUTIES AND RESPONSIBILITIES OF THE POSITION

B. 0 PREAMBLE
The Southern Africa Trust is committed to fostering a workplace that upholds feminist principles, values and ethos. All staff and Board members strive to live and reflect these values and principles as articulated in our strategy and in our ways of working and relating, internally and externally.

B.1   JOB PURPOSE
The Advocacy and Communications Officer is responsible for managing the advocacy, communications and digital communications function of the Trust. It will lead the implementation of the Trust's advocacy and communications strategic initiatives. The role will also be responsible for providing direction and effectiveness of communication, advocacy and campaigns in the Trust working with key stakeholders and other actors to amplify results of the Trust work in the region. The role plays an internal and external advisory role, working closely with country offices and other functions to ensure effective advocacy and communications including the partners. Internally it engages with staff and the Board.

B.2   DUTIES OF THE POSITION

NO.	KEY PERFORMANCE AREAS	INPUT (Methods Used)	Output (Expected Results)	Weighting
1.	**Advocacy Management**	• Leads in the development of the Trust's advocacy and communication strategy, coordinates its implementation and work to maximise influence and impact in the region and at country levels • Develops comprehensive advocacy strategies aligned with the Trust's strategic objectives • Shapes the Trust's response to emerging policy trends, change narratives utilising advocacy and campaign initiatives to effect policy shifts • Conceptualises and executes campaigns on Trust programmes and key regional development issues • Provides advisory and technical support to programmes and country teams on development of advocacy and campaigning strategies and initiatives • Identifies key policy issues and opportunities for influence in Southern Africa and country levels • Designs and executes targeted advocacy campaigns and coordinates with partners and stakeholders for campaign implementation • Develops products and materials such as policy briefs, blogs, position papers, visual assets, slogans to inform stakeholders about issues of interest to the Trust and its strategic partners. • Creates an enabling environment for campaigning and advocacy by leveraging resources and building partnerships internally and externally. • Builds and maintains relationships with policymakers, government officials, and other influential stakeholders	• Advocacy strategies designed and implemented to meet organisational strategic priorities. • Effective public awareness campaigns delivered • Key regional policy issues identified • Advocacy campaigns implemented • Products of engagement & campaign materials developed • Region policies monitored and analysed • Risks related to advocacy and campaigns minimised	25%

		• Co-develops dynamic and compelling advocacy materials and pieces • Supports the CEO in managing risk related to advocacy and campaigns.		

NO.	KEY PERFORMANCE AREAS	INPUT (Methods Used)	Output (Expected Results)	Weighting
2.	**Communications Management**	• Drives the development and implementation of the strategic communication plans to support the Trust's overall mission and goals • Explores branding opportunities including the Trusts participation in exhibitions, conferences and seminars, external outreach , and educational events and workshops. • Crafts tailored messages for different stakeholder groups and ensures consistent messaging and branding across all platforms • Measures and analyse the effectiveness of the organization's communication efforts • Builds and maintains excellent relationships with key and relevant media players, journalists and broadcasters in Southern Africa region and outside • Identifies and engages key audiences, including donors, partners, and beneficiaries • Ensures a direct link between the Trust's programme work and media coverage through familiarisation of the Trust's work on the ground and the development of stories to be used in media work for campaigns, fundraising and feedback to supporters as well as the impact of the work. • Manages crisis communication as and when necessary • Supports the development of branding, promotional and information materials for the Trust.	• Communications strategic plans developed and implemented • Branding and promotional materials developed • Consistent messaging across platforms • Media relations support provision • Stakeholder engagement • Crisis managed effectively • Alignment across all communication efforts • Up to date with trends • Effective communication networks	25%

NO.	KEY PERFORMANCE AREAS	INPUT (Methods Used)	Output (Expected Results)	Weighting	
3.	Digital communication and social media management	• Develops and implements comprehensive digital and social media operating plans • Manages the Trust's digital content (website, Facebook, Instagram, X (twitter) etc.) ensuring it's up-to-date, relevant and engaging • Manages the website, social media and virtual tools, regularly updating with a wide range of compelling content ensuring that the website becomes the pre-eminent website on the Trust's mission. • Coordinates with the IT team for website maintenance and improvements • Measures social media impact on all platforms where the Trust is represented and share a desktop analysis with the board in board meetings. • Ensures website content aligns with the Trust's messaging and branding guidelines *Content Creation* • Creates visually appealing and on-brand graphics for various communication materials • Designs infographics to simplify complex information for diverse audiences • Develops templates for reports, presentations, and other organisational documents • Edits and ensures quality in all content and products internally and externally • Ensures consistency in visual identity across all Trust materials • Curates, produces and packages content for various mediums used by the Trust • Creates and curates engaging content for different social media platforms (e.g., Twitter, Facebook, LinkedIn, Instagram etc.) • Manages social media calendars and schedule posts and monitors	• Digital and social media operating plans available • Effective management of digital content and Trust website • Trust mission work reflected on the website and social media platforms • Social media impact measured and reported • Visible trust brand • Consistency across visual identity	25%	

NO.	KEY PERFORMANCE AREAS	INPUT (Methods Used)	Output (Expected Results)	Weighting	
		social media analytics and adjust strategies based on performance data ● Engages with followers, respond to inquiries, and manage online communities.			

NO.	KEY PERFORMANCE AREAS	INPUT (Methods Used)	Output (Expected Results)	Weighting	
4.	Capacity building and administration	● Builds communication, advocacy, influencing, and social media skills capacity within the Trust and its partners by providing training interventions. ● Convenes cross -team and country office engagements to promote communications and advocacy work, provide progress against strategy and impact of the Trust work. ● Facilitates regular conversations for the team including country offices to ensure exposure to new ideas and developments in the communications and advocacy field. ● Engages internally with staff and the Board supporting with internal communication. ● Acts as the custodian of the Trust brand and ensures implementation of the branding. ● Ensures that all stationery, equipment and facilities are branded in line with the Trust's branding guidelines and policies. ● Contributes to the development of the Executive office budget, monitors and controls advocacy and communications budget execution and reports on expenses ● Manages administrative tasks related to advocacy and communications, including reporting, budgeting, and coordinating with other departments to ensure smooth operations. ● Coordinates special projects and initiatives as allocated by the CEO.	● Effective capacity building interventions across the Trust. ● Regular cross-team and country engagements convened ● Strengthen and support the Executive Office budget and operations ● Brand promotion and branding guidelines implemented ● Effective administration of the function	25%	

This job description is written at a specific time and is subject to change as the demands of the business and the role develops. The role requires flexibility and adaptability, and the employees of the Trust need to be aware that they may be asked to perform tasks and be given responsibilities not detailed on this job description.

| **B.3** | **AUTHORITY OF THE POST** |
| | This outlines the authority the jobholder has to make decisions or to take independent action without reference to a superior. Limits of authority are included in the delegation of authority (DoA) |

- Recommendation of appropriate course of action to the CEO.
- Delegated expending of resources allocated within and in line with policy
- Management of resources allocated to the in line with organisational policies
  - Any other legislation and national policies that has a bearing **poverty, inequality and human rights development** with specific reference to:
    - Women empowerment
    - Youth development
    - Gender justice
    - Climate change regulations
    - Value for money
    - Innovation
    - Risk taking
- Administrative processes and procedures on advocacy, communications, digital and social media processes.

B.4	KEY INTERNAL AND EXTERNAL INFLUENCERS	
Internal	CEO Board and Sub Committees All staff Country Programmes	
External	Sector Stakeholders Partners Constituencies Clients Public Government departments Suppliers	

SECTION C: JOB SPECIFICATION

Skills relevant to a job include education or experience, specialised training, personal characteristics or abilities.

C.1	ESSENTIAL REQUIREMENTS OF THE POST State the minimum educational, qualifications and experience that are required to perform the job competently.
Qualification	Degree in Communications, Public Policy, Development Studies, or equivalent Port-graduate qualification an added advantage
Experience	5-8 years relevant experience in advocacy, strategic communications, or related fields in the development sector

KEY COMPETENCIES:

Technical competencies	Skills	Values/Attributes
• Strategic thinking and ability to align communication with organisational goals • Strong understanding of stakeholder mapping and engagement • Proficiency in content management systems (e.g., WordPress, Drupal) • Basic understanding of HTML and CSS for minor website updates • Analytical ability and Decisiveness • Data visualization and graphic design tools • Digital marketing, social media and graphic design • Networking and partnership building skills • Advocacy and communication sector understanding • Planning and managing public campaigns • Passion for development • Policy conceptualisation and implementation • Stakeholder management • Project management • An understanding of the strategic delivery requirements of the **Trust** • A sound understanding of global poverty challenges, human rights development and media. • Sound knowledge of all applicable legislation	• Interpersonal skills • Problem solving and analysis • People and Diversity management • Change Management • Client Orientation and customer focus • Capacity building • Conflict management • Effective communication (verbal & written), storytelling and presentation skills • Decision making • Analytical thinking • Negotiation Skills • Networking Skills • Planning and organising skills • Research Skills • Advanced skills in MS Office applications (Word, Database, Excel, PowerPoint)	• Accountability and ethical conduct • Quality oriented • Judgment • Radical thinking • Deadline-oriented • Analytical ability • Task oriented • Prioritizing • Professionalism • Positive attitude • Flexibility • Adaptability • Initiative • Passion for development

SECTION D: APPROVAL OF JOB DESCRIPTION

TITLE	NAME	SIGNATURE	DATE
Chief Executive Officer			
Incumbent			