

# act:onaïd Job Description and Person Specification

Job Title:	Communications and Campaigns Coordinator		
Job Family:	Communications and Campaigns		
Directorate/Cluster:	Directorate of Programmes, Fundraising and Communications	Unit/Team:	Campaigns and Communications
Grade and Salary:	Grade D	Contract Type:	Up to 31 January 2027
Location:	Johannesburg or Nairobi	Budget Holder:	No
Reports to: <i>(incl matrix reporting)</i>	Communications and Brand Lead, matrix reporting to Campaigns Lead		
Direct Reports:	None		
Matrix Reports:	None		
DBS (CRB) / Police Check:	Yes		
This role require travel	Yes, up to 40%		
Role Overview:	<p>The Communications and Campaigns Coordinator is responsible for developing and delivering powerful and creative communications strategies and products to help mobilise millions to take action with ActionAid's rooted campaigns. They will increase outreach, visibility and impact of ActionAid's work and campaigning with a combination of creative, tactical and technical skills.</p> <p>The work will be informed and supported by social media analytics and media monitoring, social media content production, website support and support with storytelling commissions.</p> <p>The coordinator will collaborate closely with the communications and campaigns team, regional campaigners and key offices engaged in global campaigning, as well as external agencies.</p>		
Areas of Responsibilities	Key Activities		
Strategic Impact and contribution	<ul style="list-style-type: none"> <li>Plan and implement communications plans and strategies with key internal stakeholders to deliver strong communications and campaigning goals and objectives</li> <li>Ensure strategies are informed by analytics, data and media monitoring</li> <li>Increase campaigns outreach, visibility and impact</li> <li>Lead on media and social media campaign strategies</li> <li>Build strategic partnerships with external allies to widen support of campaign goals and collaboration with social movements</li> <li>Support global campaign based fundraising initiatives</li> <li>Contribute to smooth running of communications and campaigns team</li> </ul>		

<p><b>System, Policies and Procedures and Product Management</b></p>	<p><b>Social media and digital</b></p> <ul style="list-style-type: none"> <li>• Support the Communications team with the development of engaging and accessible digital content (graphics, short videos, stories, posts) for the Global Secretariat's global digital channels (website, social media, email, etc.) and to share with the federation for fundraising and rooted campaign work.</li> <li>• Collaborate with federation offices to ensure global campaigns have strong digital elements and local relevance.</li> <li>• Maintain and update campaign content on the ActionAid website and global campaign website and digital platforms, acting as the first point of reference for website enquiries and working with an external company to manage the website.</li> <li>• Support Social Media and Content Manager to create monthly social media monitoring reports across ActionAid International's work using analytics tools like Sprout.</li> </ul>
<p><b>Issue Resolutions, Crisis/Risk Management</b></p>	<ul style="list-style-type: none"> <li>• Lead on risk assessments for communications strategies for campaigns and ensure adherence at every step of campaigning projects</li> <li>• Support country offices in management of risk for campaign projects including story and content gathering</li> <li>• Be a first point of contact for online communications challenges including any social media comments and feedback for the campaign, corporate pushback from campaign targets or misinformation spread by oppositional groups</li> <li>• Develop and use agreed messaging and brand guidelines for communications with audiences, media and targets</li> <li>• Confidently liaise with legal support, policy and media colleagues to manage emerging risks with alignment on agreed messaging</li> </ul>
<p><b>Communications, Influencing and Coordination</b></p>	<p><b>Content and stories</b></p> <ul style="list-style-type: none"> <li>• Coordinate with the Storytelling and Project Manager on campaign content commissions, including transcribing content, adequately labelling content and uploading the material to the content platform StoriesHub.</li> <li>• Approving federation content and users on StoriesHub.</li> </ul> <p><b>Media support</b></p> <ul style="list-style-type: none"> <li>• Support the team to create monthly media monitoring and coverage reports.</li> <li>• Monitor and log PR activities and coverage.</li> <li>• Support with the updating of media distribution lists to include relevant journalist details.</li> <li>• Monitor the media inbox.</li> <li>• Build and maintain excellent working relationships with colleagues across the federation.</li> <li>• Produce communications (email, SharePoint content, presentations for key meetings) for the GS and the federation to summarise key communications including key campaigning media hits across the federation.</li> <li>• May require some out-of-hours and weekend work during campaign launches and emergencies.</li> </ul>

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People Management	<ul style="list-style-type: none"> <li>• Develop and contribute to a team culture that values collaboration and respect</li> <li>• Work closely with comms, campaigns, and fundraising teams within the Global Secretariat</li> <li>• Mentor and support other team members to expand their communications and campaign skills</li> <li>• Coordinate team work on campaigns and communications</li> </ul>
Other delivery on strategic/ functional priorities (Directorate-specific - maximum 5 KPIs)	<ul style="list-style-type: none"> <li>• Leading the development of creative communications work to support ActionAid's campaigning</li> <li>• Collaborating with key staff at the Global Secretariat, the federation to deliver communications work for campaigning</li> <li>• Effectively managing external consultants to support the communications of campaigning</li> <li>• Ensuring our campaigning is based on strong media, social media and digital analytics</li> <li>• Performing at the highest standard to ensure strong teamwork in line with our feminist leadership principles, our anti-racist story telling principles and in a decolonised way</li> </ul>

PERSON SPECIFICATIONS	
Education and Qualifications	<p>BA degree in journalism, communications or relevant fields.</p> <p>Qualifications or training in climate, feminist or decolonial studies would be an asset</p>
Essential Experience	<ul style="list-style-type: none"> <li>• Minimum of three years of experience working in communications for a non-government organisation.</li> <li>• Experience developing social media graphics and editing videos.</li> <li>• Demonstrable experience of juggling multiple workloads, prioritising as needed under pressure, to deliver a high quality of work at all times.</li> <li>• Strong communications experience in making strong and engaging campaigning content</li> </ul>
Essential Knowledge	<ul style="list-style-type: none"> <li>• Understanding of development, social justice and/or women's rights issues, civil society activism and effective campaigning.</li> <li>• Understanding of effective communication strategies for campaigns on economic justice, climate justice, humanitarian alerts and women's rights.</li> <li>• Understanding of social media analytic platforms and/or media monitoring platforms.</li> <li>• Understanding of lead generation, integrated fundraising campaigns and petition strategies.</li> </ul>
Essential skills	<ul style="list-style-type: none"> <li>• Excellent decision-making skills and prioritisation skills.</li> <li>• Sound political judgement under pressure</li> <li>• Creative and entrepreneurial skillset</li> </ul>

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	<ul style="list-style-type: none"> <li>• Ability to work in a multicultural context and manage remote working relationships.</li> <li>• Collaborative working style</li> <li>• Ability to work well under pressure and to meet tight deadlines.</li> <li>• Positive attitude, and the desire and ability to achieve results.</li> <li>• Detail and audience oriented with good multitasking and organisational ability.</li> <li>• Ability to travel when necessary to countries to support, strategise and co-create</li> </ul>
Language requirements	<ul style="list-style-type: none"> <li>• Excellent verbal and written communication skills in English</li> <li>• Proficiency in another language is desirable.</li> </ul>

People Management Responsibility		
Approximate number of people managed in total : 0		
1.5	Act as mentor in a team and /or coordinating a team	Yes

This Job Description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organizational needs.

It is part of every staff member's responsibility to contribute to ActionAid International culture and comply with organisation's values and code of conduct. Staff are also committed to:

- **Leading Innovation and Change** Establish a culture of excellence in respective team that values experimentation and continuous improvement
- **Feminist Leadership:** Championing feminist leadership principles and values including commitment to diversity and inclusion (race, gender, power)
- **AAI Values Practice:** Ensure personal and team culture that demonstrates all of AAI values including: Mutual Respect, Equity and Justice, Integrity, Solidarity with People Living in Poverty and Exclusion, Courage of Conviction, Independence and Humility
- **Promoting a healthy and safe working environment:** ActionAid is committed to promoting SHEA and Safeguarding policies and values and has a **zero-tolerance** policy for any form of sexual exploitation and abuse to create a safe working environment for the staff.

Prepared by: \_\_\_\_\_ Signature \_\_\_\_\_ Date: \_\_\_\_\_

Reviewed by: \_\_\_\_\_ Signature \_\_\_\_\_ Date: \_\_\_\_\_

Received by: \_\_\_\_\_ Signature \_\_\_\_\_ Date: \_\_\_\_\_