



March 2021

Terms of Reference

Communications Consultant –

Supporting communications
strategy and research uptake at
DI's East Africa Hub

About us

Development Initiatives (DI) is a global organisation that applies the power of data and evidence to build sustainable solutions that create an equitable and resilient world.

We work closely with partners at global, regional, national and local levels to ensure data-driven evidence and analysis are used effectively in policy and practice to end poverty, reduce inequality and increase resilience.

We deliver trusted and actionable insights for decision-makers and partners based on what available data can tell us. **We increase data use** by growing people's skills, expertise and confidence in data and showing how data can drive better outcomes. And **we improve what data is available** by helping others to collect, share, manage and use data responsibly and effectively.

Through this, we are supporting partners to:

1. Better respond to people's needs through improved quality and use of data and evidence in policymaking.
2. Improve the quantity, quality and coherence of public finance and private investment.
3. Challenge systemic and structural barriers to equity and support the reform of existing systems.

So our work informs effective policy and practice, helps change mindsets and influences debate to bring about the changes we want to see.

With staff in Kenya, Uganda, the UK and the US, and partners in many other regions and countries, we have networks to make an impact across the globe.

We undertake an exciting portfolio of grant-funded work and we offer consultancy services to those who share our aims and values.

About the role

Contractual details

Anticipated duration

Consultancy work is assigned as it arises. There is potential for a fellowship agreement, dependent on performance and availability. Please note that this does not set a fixed term for this role.

Days/hours of work are to be determined by the needs of projects.

Fees (daily rate)

US\$150–\$250 (or equivalent in KES) per day, depending on experience and capability.

Place of work

The consultant will be based at their place of residence, but will be required to attend the Nairobi office from time to time and work remotely in close collaboration with the DI teams in Bristol, UK, Nairobi, Kenya and Kampala, Uganda. Depending on Covid-19 restrictions, the role may also require travel abroad for assignment purposes.

Purpose of work

To strengthen our approach to research uptake and communication in East Africa, we would like to engage consultants to develop communications and research uptake strategies that both drive research uptake across projects and build DI's reputation in the region for our skills, expertise and knowledge. The consultant will work with the Head of Communications (based in the UK) and the East Africa team to develop, deliver and manage communications, public relations and engagement activities for the Development Initiatives (DI) East Africa Hub. They will support and sometimes lead external and internal communications and implement strategies to target and influence decision-making to achieve DI's goals. The consultants will offer creative and innovative ideas for delivering key messages to target audiences, organise and participate in events (virtual or physical), foster new relationships and networks and strengthen existing ones with key stakeholders, including the media, in order to raise the profile of the Hub. They will co-ordinate website content development with the Content Strategist and Managing Editor (based in the UK) and work with staff and suppliers (based in East Africa) to support DI staff to create highly focused, readable written materials such as briefs, reports,

factsheets and blogs. They will package and communicate key messages to diverse audiences in a creative and engaging way at sub-national, national and regional levels.

Duties and Responsibilities

- Work with the Head of Communications in the UK and with the Africa team to develop, deliver and lead engagement and communications strategies, plans and activities that support the delivery of the DI East Africa Hub programmes and projects.
- Scope out and offer innovative ideas for reaching out to key stakeholders and delivering effective messages that spark critical thinking and debate, influence decision-making and resource allocation and prompt action by diverse actors at the sub-national, national, regional, African and global levels.
- Support the delivery of engagement events, including launches, breakfast meetings, glasshouse meetings, and national and regional roundtable forums: coordinate invites, support with presentation materials and logistics, and prepare communications assets such as infographics based on deliverables during and after dissemination events according to agreed strategies.
- Develop a social media plan for East Africa Hub projects and programmes.
- Write copy for communications products on and offline.
- Coordinate, develop and advise on innovative ways to enhance uptake of the East Africa Hub by revamping content on DI websites and platforms.
- Use digital communications to achieve high impact and buy-in to DI's work.
- Develop and implement media outreach, including drafting briefs, press kits and media releases, and proactively engage with media contacts to obtain visibility through coverage for DI's work in traditional and social media, in line with institutional policies.
- Work with the communications and engagement team in the UK and other DI offices to share key learnings and create linkages that facilitate local to global and global to local communications and engagement, to achieve organisational goals.
- Mobilise and interact with hub team members to brainstorm on ideas, extract impact stories, and document and package them in a way that effectively communicates our aspirations and work.
- Monitor ongoing communications activities, such as responding to communications inquiries, maintaining a calendar of events, inputting into the DI forward planning document, developing stakeholder mailing lists and evaluating the impact of key communications tools.
- Capture evidence of key activities and moments, including photographs, videos and write ups/reports, consolidate evidence into an organised and easy-to-retrieve portfolio gallery and post it on the DI website as may be required (retrospectively and prospectively).

- Document progress and provide impact reports on all East Africa Hub communications activities in line with the DI monitoring, evaluation, impact and learning framework, and make sure the framework is fully up to date, with all achievements recorded.
- Contribute regular news and case studies for DI corporate materials, especially the impact report, and support the Hub in the production of materials for local use.
- Design and execute training for the Africa team (analyst and engagement staff) on media engagement and documentation through videos and other aspects to strengthen their communication and research uptake strategies.

Person Specification

| Area | |
|----------------------------------|--|
| Education / qualifications | <ul style="list-style-type: none"> • Minimum Bachelor's degree or equivalent in economics, international relations, politics, development studies or a related subject. A Master's degree in the above fields is preferable but not essential. • Experience of developing and delivering engagement and communication strategies in a development or policy environment. • At least five years' proven experience in communications in a not-for-profit organisation or development organisation. |
| Knowledge/technical competencies | <ul style="list-style-type: none"> • Proven abilities in creating and executing high-impact communications and research uptake strategies. • An understanding of the African development sector and the policy environment, and how change occurs within this environment through effective communications and engagement. • An interest in or previous experience of engaging and communicating data/statistical findings, transparency, accountability and participatory issues or processes, and international development topics, e.g. poverty, risk, vulnerability, development cooperation. • An understanding of global politics, as well as how regional, national and sub-national governments operate and how engagement and communications can influence their agenda. • A proven ability to write and deliver effective, audience-focused messages that influence behavioural or policy change. • The ability to communicate clearly in English, in writing and in person, with a clear sense of intuition. • The ability to understand complex issues (including those related to statistics, financial flows and IT) and the ability to |

articulate them in a simple, easy-to-read way, including using case studies and illustrations – i.e. strong journalistic skills for diverse audiences.

- Strong copywriting skills, covering content such as leaflets, briefing papers, web stories, press releases, newsletters and detailed reports.
- Proven success in pitching attractive stories to journalists to secure media coverage.
- Experience in developing and delivering high impact presentations using MS PowerPoint and a flair for articulating issues in a coherent manner to large, high-profile audiences.
- The ability to conceptualise and develop multiple channel delivery approaches to the same message in order to reach audiences of different capabilities, e.g. the general public, government officials, development partners, NGOs, CBOs, etc.
- The ability to write clear creative briefs for communications assets.
- The ability to use digital media, such as web, email and social media, to influence stakeholders, drive uptake of messages and build awareness.

Personal skills / qualities

- Very confident, with natural communication skills and an ability to transmit key messages in a variety of ways, appropriate to different audiences.
 - The ability to influence others to see your point of view.
 - Excellent interpersonal and networking skills, coupled with the ability to build and nurture strong, lasting relationships with key stakeholders and colleagues.
 - A self-starter who can work independently with minimal support, but can work well in a team environment.
 - Energetic, with the ability to work under pressure and deliver on time.
 - Attention to detail, accuracy and a keen eye for picking out errors in copy.
 - The ability to recognise, create and seize opportunities to put ideas into practice.
 - A methodical approach to projects.
 - Flexibility and willingness/ability to travel (including abroad) often at short notice, for specified periods.
 - A willingness to be contacted during out-of-office hours occasionally, as duty may call.
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How to apply

To apply, please submit an up-to-date CV and a brief cover letter (maximum one page) outlining how you fit the role and the areas of expertise outlined above.

This application will remain open for the foreseeable future to encourage a large and diverse pool of applicants.

Due to the large quantity of applications expected, we will only respond to candidates that are applicable to current opportunities, bids or projects.

Other

We welcome applications from all sections of the community.

We have a duty to prevent illegal working by checking potential employees' documents before employing them, to ensure they have the right to work in the country in which this post is based.

DI is an equal opportunities employer, and in line with our policies we aim to ensure that no job applicant receives less favourable treatment on the grounds of race, colour, nationality, religion, ethnic or national origin, age, gender, marital status, sexual orientation or disability.

We find it helpful for all applicants to complete our Diversity Monitoring Form, which can be found on our website at: <http://devinit.org/working-with-us/vacancies/>

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Contact

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To find out more about our work visit:

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Development Initiatives is the trading name of Development Initiatives Poverty Research Ltd, registered in England and Wales, Company No. 06368740, and DI International Ltd, registered in England and Wales, Company No. 5802543. Registered Office: First Floor Centre, The Quorum, Bond Street South, Bristol, BS1 3AE, UK.

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