



INTEGRATED DISABLED WOMEN ACTIVITIES

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Job Advert: Communication Officer

Introduction

Integrated Disabled Women Activities is a voluntary, not for profit non-governmental organization established in 2000 purposely to empower Women and Girls with Disabilities and other vulnerable groups to maximize their potential and improve their standard of living.

The organization focuses on empowerment of women and girls with disabilities, and their families, through advocacy for human rights and access to social services, improving financial security and resilience, knowledge of, access to and confidence in ownership and utilisation of economic resources, and participation in decision making processes.

IDIWA visualizes an inclusive society in which Women and Girls with Disabilities and their families are self-reliant, emancipated, and respected.

IDIWA's mission is to empower Women and Girls with Disabilities and their families to maximize their potential and improve their standards of living.

The overall goal of IDIWA is to improve the quality of life of Women and Girls with Disabilities, and their families.

IDIWA is an equal opportunity employer, and does not discriminate against anybody on any grounds.

The successful candidate will sign up to IDIWA's children and vulnerable adults safeguarding protocols.

Summary of the position:

The primary role of the Communications Officer is to support IDIWA in its internal and external communications efforts. The individual will be responsible directly for the timely delivery of a variety of communication materials and activities. The individual will work under the direct supervision of the Executive Director, and will be based in Iganga with up to 50% field travel to districts of Mayuge, Kamuli and Bugiri districts.

Purpose:

The Communications Officer will support communication and visibility efforts through the implementation of IDIWA's Communication Strategy and short-term communication plans. Specifically, the individual will lead or provide support in the documentation of impact & success stories, photography & videography, social media & media engagement, website management,



packaging, and designing communication materials/messaging for internal and external audiences in line with IDIWA's communication and visibility guidelines.

The individual will collaborate with the project and support teams internally, key partners and stakeholders, media, and contribute to IDIWA's positioning to key audiences. The individual will work with various teams to collect or tailor and package information for use in different platforms to increase visibility and credibility and build the profile of the organization.

Roles and Responsibilities:

- i. Lead the development of the annual communication work plan in consultation with all program staff.
- ii. Support the development and execution of project and activity communication strategies and plans.
- iii. Lead the development and implementation of media campaigns and events
- iv. Regularly update the stakeholders and audience map
- v. Manage presence on online platforms including Facebook, Twitter, LinkedIn, Instagram, and other similar sites, and posting relevant blogs and podcasts; and manage social media campaigns and day-to-day activities, including online advocacy, writing editorial, outreach efforts, promotions, etc.
- vi. Generate, monitor, gather, and interpret analytics, conduct preliminary analysis and reports on the effectiveness and influence of IDIWA's social media communications tools for reaching and engaging target audiences and on key performance indicators;
- vii. Effectively liaise/network with a group of core media personnel and journalists with the objective of developing and encouraging partnerships between IDIWA and the media for media and advocacy support;
- viii. Ensure adequate media coverage for all program activities and functions;
- ix. Support in the design, management, maintenance and continuous development of the IDIWA website, intranet and information database in conjunction with the Website Manager;
- x. Assist in the development of media communication products and press materials for awareness-raising, talking points for radio/TV talk shows, draft media/press briefings and releases;
- xi. Lead the synthesis of stories, newsletters, e-news, videos and social media updates before major events with the right media partners, ensuring documents are uploaded on the website and social media platforms in a timely manner
- xii. Develop, lead, and manage storytelling strategy and implementation to capture the impact of IDIWA's work in communities.
- xiii. Develop recommendations on how to respond to complex and sensitive social media inquiries and issues and review them with the Project Coordinator/Management
- xiv. Support program staff and partners in media and communications related capacity building
- xv. Support IDIWA's GBV advocacy efforts in the program districts.

Required Qualifications, Skills, and Experience:

The ideal candidate must:

- i. Hold a Minimum of a Bachelor Degree in Mass Communication, Journalism, ICT or equivalent.
- ii. Demonstrate in-depth knowledge and understanding of social media platforms and how each platform can be utilized in different scenario.
- iii. Demonstrate ability to effectively communicate information and ideas in written and digital format.
- iv. Be a good team player with the confidence to take the lead and guide other employees when necessary; content development, creation and editing; and online reputation management.
- v. Have excellent verbal and written communication skills in English and excellent interpersonal communication skills and positive attitude.
- vi. Have excellent writing skills, preferably with experience in writing feature articles.
- vii. Demonstrate commitment to promoting equality in terms of race, gender, culture, sexual orientation, and disability so that IDIWA is recognised as an open and welcoming resource that challenges discrimination and works to address needs of disadvantaged groups
- viii. Demonstrate commitment to protection of Children and Vulnerable Adults under IDIWA protection protocols
- ix. Be highly passionate, goal-focused person who is fervent about communication in intersectional SRH-R and GBV advocacy
- x. Have good understanding of different audience's message needs, producing strong messages, coming up with brilliant advocacy campaign ideas
- xi. Be skilled in doing photography, graphic design, creative writing, animations, videography, and production

Note:

- ❖ Equality, diversity, and inclusion are at the very heart of everything that IDIWA stands for
- ❖ IDIWA values the diversity of the communities we work with, offering equal opportunities to everyone regardless of age, disability, gender reassignment, marriage, and civil partnership, pregnancy, and maternity, race, religion or belief, or sex
- ❖ We foster an organizational culture that embraces our commitment to social justice, gender equality, women and girls' rights, and inclusion

Interested individuals should send their application, CV, two references (professional, not personal) and day time contact numbers to the Administrator on email; idiwa2009@gmail.com, not later than 3pm (EAT) Friday 13th May 2022.