



VACANCY: COMMUNICATION AND MULTIMEDIA OFFICER

Background

World Animal Protection is a truly global organisation, working in over 50 countries across the world, with offices in every continent. Our vision is a world where animal welfare matters, and animal cruelty has ended. We protect animals because we believe a sustainable future for the planet can only be achieved if both animals and people are part of the solution.

The Africa Team is seeking a Communication and Multimedia Officer as a key step in driving our global strategy to move the world to protect animals. The position is based at the Africa Office in Nairobi, Kenya.

Main Purpose of the Role

Under the leadership and guidance of the Head of Communications, the Communications and Multimedia Officer will provide hands on support to our campaigns team to deliver communication, marketing and vibrant media plans. The role will also be responsible for delivering cutting-edge multimedia content and stories for use on our social media and related electronic platforms. This role will proactively link the organisation with vibrant media network across Africa, write and execute communications campaigns and support a robust and ambitious profile and visibility strategy across Africa.

Accountabilities

- The communications and multimedia officer is accountable for deepening media, communication and supporter activities within the four campaign areas.
- The role is accountable, producing effective and compelling multimedia content for our digital and social mobilization activities.
- The role will work with campaign managers and digital and content officer to identify compelling ideas for web stories and maintain a content pipeline for publications, supporter newsletter and multimedia content.

Duties and Responsibilities

Media Engagement 40%

The incumbent will be responsible for curating and pitching media stories for coverage across Africa. Specifically, the desired candidate will;

- Build and maintain relationships with African-wide media contacts and develop champions of animal welfare for greater organizational influence.
- Maintain a database of journalists and special interests
- Develop and distribute quality stories and messages regularly on traditional and online media platforms.
- Plan and implement press briefings including press releases

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- Monitor news relating to animal welfare from print and broadcast media and identify possible response opportunities for each issue.
- Develop different angles with which to approach local and continental bloggers, reporters, and other media.
- Keep informed of World Animal Protection campaigns and generate media coverage for pitches, events, ads, staff profiles, victories, investigations, and more.

Campaigns Communication 30%

The incumbent will be responsible for designing and implementing multi-pronged campaigns communication plans to profile the issues and promote campaign effectiveness. Specifically, the role will;

- Support campaigns team in development and execution of key communication components in the project plans.
- Manage content creation, editing and social media roles for effective team work and efficient collaboration.
- The role will lobby our colleagues to make our knowledge and work accessible to media and general audiences.
- Develop and implement creative briefs for our campaigns for both offline on - ground activations.
- Review and edit all publications produced by the organization to ensure consistency, clarity and brand alignment.
- Plan, source, write and edit compelling evidence- based content for influence and impact in programme communications.
- Design and execute marketing and campaign strategies for amplification of campaigns ideas.

Multimedia Production - 30%

The incumbent will be responsible for directing, packaging and disseminating multimedia content across media, social media channels, website and related electronic channels. Specifically, the role will;

- Engage in the entire video production process; produce, shoot, and edit video for use in the official team websites and social channels
- Develop video, graphics, interactive features and other multimedia to agreed schedules, both from in-house and external sources.
- Serve as photographer/videographer for various events as needed including but not limited to on - ground activation events, campaigns events indoor meeting, media launches, education and awareness meetings and internal staff events.
- Work closely with the content team to deliver B- rolls, images and audio for use in the content bank.

Role profile

The ideal candidate is proficient in video and photography editing and production. He/She is well networked in the industry and has the ability to curate and pitch high-quality stories to various mediums.

Person Specification

Key Qualifications and Experience

- 5 - 7 years' experience in media relations, public relations, photography, video production and editing.

World Animal Protection Africa Office

Shelter Court No 140, Manyani East Road, off James Gichuru Rd, P.O. Box 66580-00800

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Registered UK Charity 1081849 Company Registration No. 4029540

We were known as **WSPA**

(World Society for the Protection of Animals)

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- Proven experience in managing media, media liaison and a fertile media network.
- Proven experience in managing and delivering campaigns communication
- Experience in brand marketing and management.
- Strong knowledge in use of art, culture and music to advocate and promote social issues. Experience in animal welfare campaigns is an added advantage.
- Proven experience in photography, video editing and multimedia marketing.
- Degree in Journalism, Communications, Marketing or other relevant subject.

Skills/Competencies

- Excellent writing and communication skills. Experience in writing blogs, opinion pieces, thought leadership pieces is an added advantage.
- Strong interpersonal, networking and organizational skills
- Demonstrated facilitation and collaboration skills
- Flexibility to travel
- English is the working language at World Animal Protection, although knowledge of another language would be beneficial

Desirable

- Experience working in an international NGO environment
- Knowledge of animal welfare issues and campaigns is a plus
- Experience of matrix management, across multiple projects in a medium/large sized organisation
- Certificates in the use of Adobe Illustrator, video editing
- Photography expertise considered a plus.

Interested candidates should send their applications together with a motivational letter describing why they are suitable for the position, a detailed CV - stating qualifications, experience, current position and remuneration by **5:00pm East Africa Time (EAT)** on **Friday 7th June 2019** to **The Director for Africa**, World Animal Protection, via the email: aficarecruitment@worldanimalprotection.org referencing the job title in the subject.

World Animal Protection is an Equal Opportunities Employer

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