



**Independent Observer
of The Global Fund**

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Terms of Reference Communications & Advocacy Specialist

Title: Communications & Advocacy Specialist
Location: Nairobi, Kenya/Remotely.
Period: 1 year renewable

1. About Aidspan

Aidspan is looking for a highly motivated individual to join its small but passionate team of staff.

We are a Kenya-based international non-profit organization founded in 2002 as an independent observer of the Global Fund to fight HIV, Tuberculosis and Malaria. Since its inception, Aidspan has bolstered the Fund's effectiveness by being a dedicated source of information, targeted analyses and independent commentary via its official website (www.aidspan.org), the Global Fund Observer (GFO) and its French version Observateur du Fonds Mondial (OFM) newsletters, reports, social media and other communication channels. The organization is an indispensable resource for a broad range of Global Fund and Global Health Initiatives' stakeholders – from policy makers seeking independent critique and guidance on the Fund's policies to grass roots organizations and implementers seeking access to the Fund's considerable resources.

Aidspan is therefore inviting applications from highly motivated and results-driven professionals.

2. Description of the Post

The Communications & Advocacy Specialist will report to the **Executive Director**. His/her key role is to design and manage all aspects of internal and external Aidspan communications. They will collaborate with the OFM and GFO senior editors and contribute to promoting newsletter subject matter, including the development of high-quality knowledge and learning content for Aidspan's social media platforms on GFO and OFM articles. In addition, they will be responsible for taking notes, organizing meetings, developing data visualization success stories, and other reporting for GFO and OFM. S/he will also support the promotion of GFO

and OFM activities through key communication channels and will engage critical partners and communities of practice through outreach and innovative communication practices.

3. Key Duties and Responsibilities

- Lead the updating and design of the Aidspan Communications and Advocacy Strategy.
- Coordinate and develop social medias content and other media outreach for the organization as required and on an ad hoc but regular basis.
- Ensure the accuracy and consistency of public information material.
- Liaise with health media practitioners and other health advocacy groups on issues of mutual concern.
- Develop publicity materials and provide website content.
- Write and edit stories on topical issues, including media supplements, documentaries, press release and media features for the Aidspan website, GFO and OFM.
- Handle matters relating to public relations, information output, press releases and media requests, social media and/or advertising.
- Advise on and support the organization on publicity/outreach activities.
- Promote knowledge-sharing of events and other promotional opportunities.
- Organize events with the public/stakeholders to increase awareness of the GFO/OFM and/or disseminate knowledge of Aidspan publications, activities and/or recent developments.
- Proofread and fine-tune social media materials to make them understandable and interesting to the targeted audience.
- Support communications capacity building for staff.
- Support the preparation and presentation of Aidspan reports and written communications on the progress and impact of program activities.
- Support communication and branding of Aidspan projects, events and workshops as appropriate
- Other related duties as assigned by the ED.

4. Qualifications and Experience required:

- University degree in one or more of the following: Mass Communications, Journalism, Multi- media, Media Studies, and/or Public Relations and related studies.
- Excellent written and oral communication skills, and fluency **in French and English**.
- Five or more years of experience in drafting reports, communication documents and implementing communications plans.
- A proven professional record in the field of corporate communications in a reputable organization would be an advantage.
- Experience leading the planning and implementation of various outreach and media events, including press conferences and project launches.
- Experience at a national or international level in public relations, corporate communication or advocacy would be an advantage.
- Proven experience in engaging diverse audiences and supporting grassroots communications efforts.

- Experience in the use of media technology, social media for public information/advocacy, and good knowledge and experience in handling web-based information management systems and platforms such as WhatsApp, Tik Tok, Instagram, Twitter and others as appropriate.
- Advanced skills in graphic design and desktop publishing.
- Ability to produce a wide range of communication supports, including infographics, presentations, videos, and layouts for both web and print.
- Excellent interpersonal and analytical skills, as well experience in working with teams comprised of individuals from different cultures and diverse nationalities.
- Strong professional communication skills across all levels of an organization and with the public.
- Ability and flexibility to deal with last-minute requests if needed.
- An interest in and knowledge of international public health, especially HIV, Tuberculosis and/or Malaria, would definitely be an asset.

5. Job location

This work can be done both physically at Aidspace's office in Nairobi or remotely with supervision from the Executive Director of Aidspace.

6. Salary

The salary package will be commensurate with the candidates' experience and qualifications.

7. Duration

The position will run for a period of one year and renewable based on performance and availability of funds.

8. Equal Opportunity

Aidspace is committed to encouraging diversity and eliminating discrimination. There will be no discrimination on any grounds, and we encourage all qualified applicants to apply.

Shortlisted applicants will be contacted by phone/email for an interview. The selected candidate should be available to start work by February 17th, 2025

To apply, please send a CV and letter of motivation to info@aidspace.org and copy to ida.hakizinka@aidspace.org and Caleb.ndege@aidspace.org by February 3rd, 2025. Both documents together should not be longer than three pages, font Tahoma, font size no less than 11, spacing no less than 1.5, and 1 inch margin.