

INTERNAL JOB DESCRIPTION

Stakeholder and Communications

Name of employee:

Job Title: Stakeholder and Communications Senior Officer

Reports to: VP of Global Marketing

Number of subordinates:

PURPOSE

1. The Stakeholder and Communications Snr Officer is responsible for the establishment of strong and sustainable relationships with JAM International's **global affiliate offices staff** based in the UK, USA, Canada, Norway, Germany and Switzerland as well as JAM international's **implementation offices**, based in South Sudan, Angola, Rwanda and Mozambique. This includes the development of a strong internal communications strategy and the implementation thereof.
2. The Stakeholder and Communications Snr officer is responsible for the planning and development of a strong ongoing **internal communications** strategy, including the implementation and roll-out thereof.
3. The Stakeholder and Communications Snr Officer is also responsible for the establishment of strong and sustainable relationships with relevant **industry stakeholders**, including but not limited to governmental departments, embassies, business, community and church leaders. This includes the development of a strong communications strategy and the implementation thereof.

Essential functions (in no particular order)

- 1. Affiliate Engagement and Management** **30%**
 - Build and maintain strong and sustainable relationships with affiliate members through interaction, communication and targeted campaigns.
 - Identify affiliate marketing issues and act appropriately to address issues.
 - Support protocols and procedures in order to protect JAM's brand management. Ensure that all CI guidelines are adhered to at all times. Check and obtain

- approval on all creative designed and produced in-country.
- Manage and implement forums, meetings and special events, including internal, director and external parties.
- Manage an effective and thorough filing system to track and record communication with affiliates, staff, leads and donors.

2. Stakeholder Engagement and Management 35%

- Build and maintain strong and sustainable relationships with key stakeholders through timely interactions, communication and target campaigns.
- Develop and implement JAM's stakeholder engagement strategies as well as relevant policies and procedures documents.
- Identify stakeholder issues and act appropriately to address issues.
- Contribute to the overall development and maintenance of JAM's reputation.
- Assist business units to effectively consult and engage stakeholders on relevant projects.
- Manage and implement stakeholder satisfaction research projects, including developing and implementing strategies for continually improving stakeholder satisfaction.
- Manage and implement stakeholder forums, meetings and special events.
- Coordinate stakeholder contact through the implementation of a stakeholder contact management system within JAM's Salesforce software
- Gather information for drafting of proposals for private/corporate funding opportunities.
- Assist in coordinating special VIP visits to Head Office, tours and catering giving special attention to Guest Relations.
- Coordinate and manage Information Packages for the purposes of VIP visits, tours, team trips and special events.

3. Internal Communications Development and Management 25%

- Support the development and implementation of an ongoing internal communications strategy.
- Work with the marketing team to develop and present (MC) content for weekly devotions, and distribute this through various platforms to the Affiliate and Field teams.
- Writing of and collation of all field information, stories, materials and statistical data for affiliate donor reports, major donor reports and JAM Annual Report and the JAM Reporter
- Liaise with internal and external stakeholders to ensure an efficient and timely flow of information.
- Ensure consistent and timely flow of resource gathering (data, information, photos, videos, etc.) to enable successful feedback to staff, donors, partners and affiliate offices.

- Support the development and flow of JAM International's communications products such as internal newsletters, reports, notifications, etc.
- Ensure that through the gathering of resources, information is supported by high-quality, excellent digital photographs (well-composed, visually strong and professional in quality) to accompany and add value to all stories and other materials produced.
- Ensure that information and materials reflect knowledge of community development issues in the context of JAM's programming.
- Ensure timely notifications to staff about events and internal PR such as global and national awareness days.
- Engagement of various internal stakeholders as the situation dictates to create synergy within marketing and between marketing and other departments.
- Ensure that information provided by JAM team members is routinely assessed for newsworthy issues and angles that can then be prepared, packaged and distributed for internal and external consumption, albeit reports, publications, affiliate information, donor issues, etc.
- Monitor and track development aspects with VP Programmes pertaining to specific projects in the field and provide regular status reports, and with CFO with regards to supporting financial reports.
- Work with marketing team in the coordinating of special theme-orientated awareness days at Head Office and globally.
- Promote and coordinate special internal team-building exercises and related groups to enhance team spirit and a positive working environment.
- Perform any other duties as assigned in an ever-evolving department and environment, within the scope of marketing tasks and responsibilities.
- Cooperate and include JAGO and JAM Water business units within JAM's activities as appropriate.

4. Website, Social Media and Email Management

10%

- Plan, manage and execute all web, SEO, marketing database, email, and social media advertising campaigns
- Design, build and maintain the web, social media and email marketing presence
- Measure and report performance of all digital marketing campaigns
- Use software provided to run and maintain social media platforms
- Manage Admin rights of Allocated staff within social media platforms

Skills, knowledge and other requirements

- Strong verbal, presentation and written communication skills.
- Strong editing skills
- Strong relationship building skills.
- Strong attention to thoroughness and detail.
- Excellent organizational skills.
- Ability to respond appropriately to unexpected challenges and shifting priorities.

- Ability to work on multiple tasks simultaneously.
- Create a “solution-based” environment.
- Ability to conduct basic online research.
- Ability to work in a team and motivate staff.
- Knowledge and interest in development issues.
- Ability to work well independently as well as part of a team.
- Ability to work and communicate within a culturally diverse environment.
- Proficient in PowerPoint, Excel, Pages and any design software.
- Ability to represent JAM effectively and passionately at all times.
- Completes tasks in a timely and cost-effective way.
- Respond promptly and always in a professional manner.
- Demonstrates personal integrity and trustworthiness.
- Pursues thoroughness and appropriate detail.
- Sets high standards and monitors compliance.
- Communicates clearly and conveys intended meaning keeping records of these.
- Facilitates appropriate information flow and PR amongst all staff.
- Prioritises many demands without losing focus.

Requirements: Experience and education

- Bachelor’s in communications degree or higher.
- Five years of progressively responsible professional work experience in communications and stakeholder management..
- NGO experience is essential.