



# Terms of Reference

## Communications and Advocacy Officer

Bloggers of Zambia is an independent, non-profit organisation and our thematic areas of work; Digital Rights, Press Freedom, Civic Tech and Media and Information Literacy.

We are inviting applications from highly creative and talented candidates for the post of **Communications and Advocacy Officer** for Bloggers of Zambia (BloggersZM). The Communications Officer will report to the Programmes Coordinator.

### Job Profile

Under the broad guidance of the Programmes Coordinator, the Communications and Advocacy Officer assumes primary responsibility for planning, developing and implementing communication strategies to promote Bloggers of Zambia's work. The incumbent will also be responsible for developing core messages and disseminating information to create awareness about Bloggers of Zambia's digital rights, press freedom, civic tech and media and information literacy work.

The main duties and responsibilities are:

#### 1. Programme Communications for Advocacy and Awareness

The Communications and Advocacy Officer will work closely with the Bloggers of Zambia Programmes team to conceptualise and produce high impact programme materials such as short videos, animations, skits, podcasts, infographics etc and these are disseminated to target groups through relevant media and network channels. The Communications and Advocacy Officer will assist Bloggers of Zambia programmes team in the proposal development stage to identify appropriate communication activities for the projects.

#### 2. Media Relations and Content Management

Develop and maintain contact information, materials and relationships with journalists and media outlets (print, TV, radio, online etc.) to increase coverage of digital rights issues in the media (print, broadcast and online). Specific activities may include:

- Scripting for creative content (videos, podcasts, animations, infographics, skits)
- Working with creative content makers to produce high impact content for online and offline sharing
- Reviewing creative content to ensure adherence to quality standards and branding guidelines.
- Drafting and editing articles, press releases, human interest stories and other advocacy/ information materials.

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- Collaborate with the media and facilitate photo and radio coverage, TV footage and utilizing both web-based and traditional media as maybe appropriate.
- Monitor and evaluate the use and effectiveness of media materials.
- Maintain a library of media coverage, clippings etc.

#### 3. Digital Communications/ Social Media

- Maintain Bloggers of Zambia website and social media sites (Facebook, Instagram, Twitter, YouTube etc) and provide regular updates

#### 4. Bloggers of Zambia Brand and Communications

Ensure timely and quality production of advocacy and branding materials such as weekly newsletter, annual reports, human interest stories, picture stories, videos, etc. The Communications and Advocacy Officer will develop and archive communication materials, such as publications, press releases and clippings, photographs, audio-visual materials, web resources etc.

#### 5. Events and Campaigns

- Assist in organizing and generating public support for special events and campaigns to promote strategic digital rights goals.
- Support organization of workshops, seminars, campaigns, events and project review meetings including agendas and meeting minutes.

#### 6. Monitoring and Evaluation

- Monitor and evaluate impact of communication materials and advocacy events/campaigns to target audiences for purposes of measuring outreach and also project narrative reports.
- Daily news monitoring and sharing social media analytics to monitor, measure and expand outreach

#### 7. Working Relationships

- The Communications Officer will have to work closely with all Bloggers of Zambia Programme Officers on a daily basis.
- He/ She will maintain close interaction with Communications and Advocacy Officers with partner organisations, including government and donor agencies.

#### 8. Values and Ethics

We are looking for a creative, and innovator who is resourceful. Additionally, the candidate should have high level of integrity, accountability and punctuality, and be willing to work beyond normal working hours. He/she should also demonstrate



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and be exemplary in portraying Bloggers of Zambia values and ethics. He/she should be a good team player.

#### 9. Minimum Qualification and other Requirements;

- **Education:** Bachelors Degree in Communications, Journalism, Public Relations or a related field.
- **Experience:** At least 3 years of similar work experience is required. Candidate should be able to work independently, with minimum supervision and guidance from supervisors. Demonstrated and extensive website management and social media experience is a must!
- **Skills:** Excellent written and oral English communication skills and proficiency are required. Knowledge of other local languages is an added advantage. He/she should have advanced working knowledge of MS Office (Word, Powerpoint, Excel, Teams etc).  
Basic skills in layout and design, video and sound editing, Canva, Adobe Creative Suite etc are an added advantage.

Qualified and interested candidates should send their application packages via email to [hello@bloggersofzambia.org](mailto:hello@bloggersofzambia.org) on or before March 3, 2023 with 'Application-Communications and Advocacy Officer in the subject line.