

## Communication Manager

Location: [Africa] [Mali]

Town/City: Bamako

Category: Communications

Job Type: Fixed term, Full-time

### **Job Announcement**

**World Vision Mali recruit for the following (1):**

**TITLE:Communication Manager**

**Locality:Bamako**

**Contract type:Local**

**Report to: National Director - matrixed to the regional communications Director**

**Supervise: National Communications Coordinators/Officers – Mali and Mauritania**

**World Vision does not charge a fee at any stage of the recruitment process.**

**World Vision does not concern itself with information on bank**

accounts.

**\*Women are strongly encouraged to apply for.**

**Purpose of the position:**

To provide strategic communications direction and support to World Vision Mali-Mauritania, through the management of communications and public engagement programme that effectively describe and promote the organisation's visibility, mission and impact to children, communities, staff and supporters, partners and diverse audiences who need to be informed and engaged in the ongoing ministry of WV Mali-Mauritania.

**Major Responsibilities:**

**Strategy and Operations**

In partnership with the regional office, the manager leads and executes an integrated communications strategy to build World Vision's reputation and strengthen the brand with key audiences.

Manages the delivery of high-quality, child-focused content/multi-media packages to meet World Vision's priority audience needs, including advocacy, external engagement, grant acquisition and other resource development activities.

Ensures that national digital platforms reflect the World Vision brand and strategy, showcasing high-quality and compelling narrative and visuals, and increase engagement from target audiences.

Ensures communications function is disaster ready to respond to the local humanitarian emergency and that the communications team demonstrates emergency communications core competencies.

Advances communications work around the global campaign It Takes A World to End Violence Against Children, agreed Global Moments, and key joint global engagement initiatives.

Overseas visits and ensures approvals, coordination, scheduling, photo opportunities and media interviews, are well planned and executed.

### **External Engagement**

In collaboration with the national office departments' leads, contributed to the development of a national external engagement plan for coordination, positioning and enhancing World Vision's influence and impact.

Engages media at the national level and provides messaging as needed, in coordination with the Partnership and support office media managers; Maximises positioning opportunities with targeted outlets, serving as a spokesperson for World Vision and developing other spokespersons.

### **Team Management**

Manages a team of communicators, empowering and equipping them to deliver a focused portfolio of first-class content, media and engagement work covering development, humanitarian affairs and advocacy ministry that supports income and influence goals.

Ensures team is inspired, is high performing and continuously developing, delivering on strategic priorities.

Champions team members and support them in their work and career growth.

### **Risk Management**

Enhances and protects World Vision's brand, partners and communities by identifying and addressing risk issues that might damage stakeholders' perception of World Vision and partners.

Works closely with the regional office to mitigate and respond to controversial events and risk incidents, ensuring quick response to/ and recovery from disruption.

### **Executive Communication**

Ensures strategic communications guidance to national director and senior leadership team on business needs as they related to reputation and trust.

### **Other Competencies/Attributes:**

- Perform other duties as required.

### **Qualifications: Education/Knowledge/Technical Skills and Experience**

1. A degree or equivalent in journalism or communications/public relations.
2. At least five years professional experience in journalism or public relations is preferred.
3. Sound understanding and experience in media relations, donor and public communications, emergency communications, advocacy communications and internal communications
4. Experience in team management and demonstrated ability to strategically plan and deliver.
5. English language fluency (written and verbal).
6. Excellent writing skills, with photographic and/or video skills also preferred.
7. An energetic, analytical and self-starting approach to projects that involve significant responsibility.

8. General experience in project management, with specific experience in the production of diverse and creative communications projects including publications, multi-media, websites/pages, photo and video reports, etc.
9. Excellent interpersonal and cross-cultural communication skills.
10. Able to travel and work in the field as an essential function of the position.
11. Deep understanding of or personal faith in and commitment to Jesus Christ, as expressed through World Vision's vision, mission and core values.
12. Audience analysis, segregation and targeting through most relevant platforms
13. Social media analytics and strategy

**Working Environment / Conditions:**

- Work environment: Office-based with travel to the field
- Travel: 30% Domestic/international travel is required.
- On call: 15%

**Attitudes and behaviors:**

World Vision se réserve le droit de disqualifier un candidat qui a des antécédents relatifs à la violence faite aux enfants ou aux comportements opposés à la protection de l'enfance, et ce même après l'embauche.

How to apply: <http://careers.wvi.org/job-opportunities-in-mali>

**\*Deadline for submission of applications:**

**\*Only short listed candidates will be contacted.**