

TERMS OF REFERENCE

Position Title: Communications Coordinator

Name of Programme: Climate and Development Knowledge Network (CDKN)

Start Date: March/April 2022

Location: Cape Town, South Africa

Remuneration: R44 000 – R52 000 (commensurate with experience)

About SouthSouthNorth

SouthSouthNorth (SSN) supports national and regional responses to climate change through policy and knowledge interventions, partnerships and deep collaboration. We do this by connecting people and information, enhancing capability and mobilising resources to respond innovatively to the challenges and opportunities that climate change presents. Being positioned in the Global South affords SSN a deeper understanding of, and connection to, the climate and development challenges facing the region. We enhance developing countries' access to climate information by brokering climate knowledge through formalised exchanges among various stakeholders. We assist decision-makers in delivering climate compatible development by informing policy formulation and implementation. We bring good governance to the management of donor funds, technical assistance and project management.

About the Programme

CDKN works to enhance the quality of life for the poorest and most vulnerable to climate change. This is achieved by combining knowledge, research and advisory services to support decision-makers to design and deliver climate compatible development.

In June 2018, CDKN launched a new phase which will further develop its knowledge-sharing and learning programme, focused on making climate compatible development information easier to access and use, in support of ambitious climate action. This is done through synthesising and tailoring a wealth of evidence and learning on climate compatible development to produce highly targeted knowledge and tools to support policy design and implementation. Sustained engagement in countries in Africa, South Asia and the Andean region of Latin America helps ensure this knowledge is used and achieves impact.

Full details of the projects that SSN currently implements are available at www.southsouthnorth.org.

Role Summary:

The tasks for this role will focus on co-ordinating digital communications and outreach activities at the global level and within Africa, and help to support activities undertaken by the Asia and Latin America regional offices. The Communications Coordinator will also be required to share information and engage with SSN's Knowledge Management Hub.

Responsibilities will include but are not limited to:

The SSN employee will manage and oversee the work of a communications assistant to assist in the delivery of the following responsibilities, as well as work closely with other members of the CDKN KM and comms team:

Digital outreach and social media

- Develop and implement communications plans and campaigns for key CDKN global and Africa knowledge products, events, etc.
- Develop and implement a CDKN social media strategy.
- Co-ordinate all digital outreach efforts, including writing social media posts, arranging cross-posting on other websites, and disseminating to external mailing lists, the media (where appropriate), newsletters, and key online knowledge portals.
- Develop and maintain good contacts with key global and regional online knowledge platforms and mailing lists to share knowledge and learning widely, including securing content sharing agreements if needed.
- Create and develop audio-visual content for social media, including social media cards, GIFs and short videos.
- Lead on developing and disseminating the monthly CDKN e-newsletter.
- Help identify blog topics, commission blogs and write/edit articles for the CDKN website, as well running blog campaigns for specific topics and events.
- Post website updates, and help keep the website up-to-date and lead on general website maintenance and development, including liaising with CDKN's website developers and the website managing editor.
- Oversee the development of new microsites and project websites linked to CDKN work, including managing website developers.
- Ensure Search Engine Optimisation of all content.

Global and regional outreach and engagement

- Work closely with the team to strategise the engagement approach and identify key global and Africa outreach opportunities.
- Help coordinate CDKN's presence at global and regional events, including identifying speaking opportunities, organising display stands and disseminating materials.
- Undertake live-tweeting for CDKN events and / or for events where CDKN team members are speaking

- Promote CDKN events (webinars, virtual and face-to-face side events at conferences, workshops, peer-learning events etc) in the run up to the events, as well as undertaking any of
- the required post-event wrap up communications.
- With the other members of the KM and comms team, contribute to the production of CDKN promotional materials.
- Coordinate media coverage around key project events.
- Photograph and video events and 'talking head' interviews, where necessary.

Media engagement

- Prepare press releases and announcements and liaise with the African and global media for sharing newsworthy new research and knowledge.
- Co-ordinate media coverage around key project events.
- Establish and maintain strong relationships with key global and African media and regional environment/climate change journalist associations such as the Pan African Media Alliance for Climate Change (PAMACC).
- Actively increase CDKN's media contacts and lists.

Internal/cross-regional collaboration and learning

- Support, share learning and collaborate with regional hubs in Asia and Latin America on their digital communications and outreach activities.
- Share information and engage with SSN's Knowledge Management hub, in order to contribute to SSN's KM efforts. This may involve producing blogs and updates to SSN's website, contributing to brown bags, and contributing to building SSN's communications systems.
- Help to ensure CDKN branding and photo guidelines are adhered to by all CDKN alliance partners and suppliers / delivery partners.
- Oversee the communications assistant to update the CDKN Flickr photo library, as well as an internal image library for use by regional teams.

Monitoring, evaluation and learning

- Oversee the recording of all communications-related monitoring and evaluation data, ensuring the communications assistant and CDKN MEL team logs this data as per CDKN's Key Performance Indicator Framework.
- Track digital mentions of CDKN in social media, online platforms and media, etc and share these with the relevant CDKN MEL tracking email addresses (mentions, requests and feedback).
- Oversee the communications assistant to prepare simple monthly reports on website data and social media analytics to track and report on the use of web content.
- Analyse the communications-related monitoring data and input it into donor reports as needed.
- Participate in CDKN's MEL working group representing the CDKN global communications team.

Competence and personal qualities

Essential

- Minimum of five years relevant working experience in strategic communications within a non-profit or international development environment, preferably on climate change / environment / development related issues
- A thorough understanding of the digital landscape, including social media
- Proven track record designing and executing successful communications and social media campaigns within a non-profit / international development environment, as well as managing websites and multiple social media channels
- A high level of interest and sound knowledge of climate change and / or development issues
- An ability to interpret complex climate and development issues into effective communications messages that engage diverse audiences
- Excellent writing and editing skills in English
- Ability to work under pressure with multiple competing demands
- MS Office and proficiency with website content management systems
- Willingness to travel within Africa and internationally

Desirable

- Working knowledge of French and / or Spanish
- Experience engaging confidently with the media
- Relationships with both global and regional (Africa) media outlets
- Photography and video skills, proficiency in graphic design highly advantageous

Qualifications

- Relevant tertiary qualification related to environmental sciences, climate change and / or international development, with professional experience and expertise in communications

The candidate will be required to complete a writing test at the first interview.

Application process

To apply, please complete the following form: [CDKN Communications Coordinator 2022](#)

Applications will close at midnight on **31 January 2022**. Shortlisted candidates will be contacted within two weeks of the closing date. If you are not contacted within this time period, please consider your application unsuccessful. Unfortunately, we are not able to offer feedback on any application made for this job posting.

SSN reserves the right not to make an appointment.