



JOB DESCRIPTION COMMUNICATION OFFICER

Role Headlines	
Role Title and Department	Communication Officer
Department	Strategy and Relations
Compensation	Officer Grade
Location and Travel	Kampala with 30% travel
Reporting to	Head of Strategy and transformation
Line Management Responsibility	None
Budget Holder Responsibility	Communication Budget
WHO WE ARE	
<p>PEAS is an international education not-for-profit with the mission to ‘expand access to sustainably delivered, quality secondary education across Africa’.</p> <p>Since 2008, PEAS has built and operated high quality low-cost not-for-profit secondary schools in close partnership with government in communities where there is urgent unmet demand for secondary education. We currently run 30 secondary schools in Uganda and 6 in Zambia serving over 19,000 students.</p> <p>After a number of rigorous external studies in recent years, we know that our school model works. In Uganda, PEAS students are from the poorest communities and have worse primary school exam results than average. However, once they enrol in a PEAS school they go on to make faster academic progress than their more privileged peers. Importantly, this is achieved at a lower cost per student than in other school types.</p>	
Measuring impact	
<p>As an organisation and individuals, we all have key performance indicators to keep us focussed on our overall objectives. We track these throughout the year and review them annually to make sure they align with what we want to achieve. The Communication Officer’s impact will be measured against the following:</p> <ul style="list-style-type: none"> • Gather and document human interest stories from the field, based on programme deliverables or implementation, that demonstrate the organisation’s impact • Effectively set up and manage social media platforms, keeping external audiences abreast with current stories and impact • Develop communication strategy, and annually generate implementation plans, and ensure alignment with overall organisation strategy and key priorities • Effective coordination of media and other branding events throughout the year, where peas visibility is critical. • Represent peas in external meeting related to communication or branding and liaise with strategic partners, donors and other like minded organisation on issues related to communication. 	
Major roles:	
<ul style="list-style-type: none"> • Lead the design of a communication strategy, and ensure it’s full role out and implementation across the network and with alignment with the global strategy • Regularly identify “key Impact Points” and package them for both internal and external audiences, and work closely with Senior Team to send out such media information 	



- Lead on all media facing events, ensure identification of media channels for peas communications, mindful of the intended beneficiaries
- Lead in generating human interest stories, based on field activities and package them for local media channels
- Working with the Business Development Team and local Programme staff, provide support in acquisition of on line and off line tools for business development.
- Working with the Business Development team and local Programme staff, provide support in acquisition of website material required to managing or updating the website.
- Work with Business development team and school network staff in obtaining, assembling, coordinating, materials and events
- Where necessary, act as a representative of PEAS to communicate the work of the organisation in line with corporate guidelines
- Tapping into the national and local media to increase Peas' visibility in Uganda using the most appropriate and targeted approaches.
- Production of communication materials (brochures, leaflets, stickers, etc) to profile Peas' work in Uganda.
- Responsible for the development and implementation of the Activity's communication strategy to support project goals.
- Lead on ensuring branding, marking, and accessibility consistency and compliance across events, messages, and products.
- Improves, creates, and maintains knowledge about management systems and sharing of templates, processes/procedures, resources, and best practices in an easily accessible manner for Workforce Development of staff
- Where necessary, generate stories for news production and balanced and cutting-edge television stories and a regular education news features
- Events Management of both small and high-level events
- Coordinated media management, media field trips and media coverage
- Digital media content development for different social media platforms

Experience & Qualifications:

Essential

- Bachelor's degree in mass communication or related qualification from a recognised university.
- Four years experience in similar or related roles will be required.
- Good communication skills.
- Adheres to peas' Child Protection Policy
- Ability to take good photos and video shoots
- Willing to speak up and proactively raise issues
- Good creative writing and computer skills.
- Good mobilization skills.
- A good team player.
- Creativity and innovation.
- Ability to work with minimum supervision.
- Analytical



- Ability to work under harsh field conditions

Desired

- Knowledge of education related communication and branding
- Abreast with current communication trends and social media platforms
- Experience in working with local media channels and with existing connections / collaborations

Values and approach

Anyone we hire will be able to demonstrate their alignment with PEAS' values which are:

- **Focus on lasting change:** Our work should benefit students and communities now and for generations to come and so sustainability is core to everything we do. We take into account the wider consequences of what we do, because what matters is maximum long-term impact across society.
- **Be collaborative not competitive:** We put true impact before personal or organizational glory. We collaborate within and beyond the organization to maximize collective impact. Be Honest Trust and integrity are everything. We are transparent about our impact and programmes. We don't support corruption. We don't pay bribes. We don't receive bribes.
- **Champion empowerment:** We hold each other to account. We maximize autonomy by providing high quality support to decision-makers throughout the organization.
- **Be entrepreneurial:** PEAS was founded with an entrepreneurial spirit and it is embedded in who we are. We are nimble, ready to respond to new opportunities and challenges. We are not afraid of taking risks and leading the way.
- **Adopt a growth mindset:** We continually push ourselves to improve. We appreciate and learn from mistakes which we see as a necessary side effect of striving for ever growing impact.
- **Look at the evidence:** Evidence can be scarce in our sector. We strive to make use of the available evidence while also contributing our own. Our decisions are based on research and data combined with our practical experience.

PEAS is highly committed to keeping children safe from harm and preventing corruption. We therefore take our responsibility to promote safe recruitment practices very seriously, including conducting appropriate reference and background checks. We also operate a zero-tolerance approach to any PEAS employees who breach our Safeguarding and Anti-Corruption Policies, which all employees are required to sign upon induction.

Signed:

Supervisor's Name: Employee

Name:.....

Peas

Signature:
.....

Signature:

Date:
.....

Date: