

Terms of Reference

Title:	Social Media and Web Content Developer (part-time)
Ref N:	COMM-KEN
Sector:	COMMUNICATION
No. of positions:	1
Location of work:	Nairobi
Reports to:	Communication Dept.
Supervises:	--
Start of work:	1st August 2020
Duration:	31 st December 2020, with high potential for renewal

Background Information:

CISP is an equal employment opportunity Organisation with its headquarters in Rome. Currently CISP has various field offices, including a Regional office in Nairobi supporting the Somalia and Kenya programmes. CISP Regional Office carries out projects in areas of development by supporting national and county authorities and Institutions to provide quality, equitable, transparent and accountable services in the sectors of education, child protection, art & culture, food security, health and nutrition.

Role purpose:

In order to more effectively use digital communication platforms and increase public engagement, CISP is currently seeking an experienced Social Media Expert and Web Content Development specialist to join the Nairobi Regional office as a part-time staff working 12 days/month. The expert will serve as CISP's focal point for social media design, content development, communications material collection and selection and website management.

Under the guidance and supervision of the Communications Department, the main tasks and responsibilities of the position will be:

- To assist CISP Regional Office (Kenya and Somalia) in the development and production of multimedia content, in order to increase media reach & visibility effectiveness
- Set up, optimize and execute social media and web strategies and designs
- Generate, edit, publish and share daily content (posts, original text, images, video or HTML) that builds meaningful connections and encourages community members to take action, participate and be informed about our activities
- Moderate all user-generated content (comments, requests, etc.) and engage with the virtual community
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Collaborate with CISP Project Managers for their communications strategies, in line with the Communication Department directives

All actions will comply with CISP's child protection policy and code of conduct as well as the inter-agency standards.

Eligibility Requirements:

Minimum Qualification and Experience

- Bachelor's Degree, preferably in Communications/English, Graphic Design, New Media, Public Relations, Marketing, Journalism, Political Science. Will consider lower level of education based on experience in the industry

- 2 years' of progressive work experience in Social Media design and content development, preferably in the Arts and Culture sector or Development context, in an international NGO, and in a similar role/with similar responsibilities
- Confident user of MS Windows and MS Office packages (Excel, Word, PowerPoint)
- In-depth knowledge and understanding of social media platforms (Facebook, Instagram, YouTube, Twitter, Flickr etc.)
- Excellent writing, editing (photo/video/text), presentation and communication skills
- Demonstrable social networking experience and social analytics tools knowledge
- Adequate knowledge of web design and web development
- Fluency in verbal and written English and Kiswahili is required

Desirable Skills

- Strong organizational skills and excellent and persuasive writing, digital and creative skills
- Ability to effectively communicate information and ideas in written and verbal format.
- Team player, with the confidence to take the lead and guide others when necessary.
- Good relationships management skills with ability to work collaboratively as part of a team
- Ability to work well in an international environment with people from diverse backgrounds and cultures
- Proactive, results-oriented and service-oriented
- Well-developed conceptual, critical, analytical thinking and planning skills
- Creative, willing to develop and encourage innovative solutions
- Able to meet deadlines and work both independently and as part of a team
- Fluency in verbal and written Somali language will be considered an added value
- Proven passion for Art, Culture, Community and Youth Engagment will be considered a plus

How to Apply:

Please send your application by e-mail to mascaro@cisp-nairobi.org and CC admin@cisp-nairobi.org with the e-mail subject as "Social Media and Web Content Developer" no later than **14th July, 2020 by 6pm (EAT)**. Late applications will not be reviewed.

Applications must include ALL of the following in order to be assessed:

1. CV including 3 references (maximum 2 pages)
2. Cover letter clearly demonstrating how you meet the qualifications for this position **and** your expected remuneration (maximum 1 page)
3. Duly filled Annex 3.3. Job Application Form

Please note only shortlisted candidates will be contacted and a valid Certificate of Good Conduct from the CID (3 months) will be required to all pre-selected candidates.

For more information about CISP, please visit www.cisp-ngo.org.

CISP is strongly committed to ending Child Abuse, all forms of Sexual Exploitation and Abuse, and to building a work environment that is safe and welcoming for all, where Sexual Harassment does not take place. The desired candidate for any position should share and support this commitment in all aspects of their personal and professional behavior. Any history implicating that the applicant has a history of Child Abuse, Sexual Exploitation and Abuse, or Sexual Harassment, is a reason for excluding him or her from employment with CISP.