

ADVOCACY & COMMUNICATIONS LEAD - EYE-C PROGRAM

ROLE SUMMARY:

The advocacy and Communications Lead is responsible for leading the strategic development and execution of comprehensive communication initiatives that reinforce the EYE-C Program and enhance the program Mandate. This role is essential in fostering a consistent and compelling narrative that supports the EYE-C Program objectives of driving sustainable growth and development within Uganda's agricultural sector. By managing the Program communications, the position ensures alignment with aBi's and the Foundation core values and long-term vision, contributing to increased awareness, engagement, and support for its strategic programs and initiatives.

Advocacy and Communications Lead, designs visibility materials, manages social media, handles donor visibility, and supports community awareness campaigns.

REPORTS TO:

Program Director

SUPERVISES:

None but works closely with Regional Officers in the thematic area

SCOPE OF RESPONSIBILITIES

Area of Responsibility	Action Steps	Success Criteria/Measures
Strategic Communications Leadership <i>Provide strategic leadership in the development and implementation of aBi Development's communication and influencing strategy, ensuring alignment with the EYE-C programme and the Foundation's roadmap and strategy.</i>	Work proactively with the EYE-C management team to fully understand the objectives of the programme and their role roles for influencing and communication, including product promotion and marketing.	<ul style="list-style-type: none">300,000 youth (women) jobs created.National Coffee Taskforce supported to realise the 20million coffee bags roadmap by end of EYE-CEYE-C implemented in a participatory manner with buy in by all the key stakeholders (especially the target participating young women)Synergies between other aBi programmes built (GRASP, AAGIF and any other new programmes)
	Lead in the development, harmonisation, and execution of communications workplans for consortium partners; including monitoring and reporting progress	
	Lead the team in developing a communication and influencing strategy alongside EYE-C programme reporting requirements; this includes recruiting and supervising a communications/ media agency, coordinating the consortium partners and other stakeholders for buy-in in the Communications Strategy	
	Work actively with the EDRA/ National Coffee Taskforce to increase awareness creation for European Union Deforestation Regulations and implementation of the 20million bags national coffee roadmap	

	Lead implementation of the strategy, ensuring clarity concerning activities of the (communications, marketing, and media) agency that will be outsourced to support the executions of identified activities.	
	Mentor and coach (build capacity) of the consortium communications team, providing resources, guidelines, and practical assistance, to enable them to deliver the communications strategy and their respective communications plans effectively.	
Communication and Marketing campaigns <i>Design and implement strategic communication and marketing initiatives aimed at increasing awareness of EYE-C opportunities and impact, promoting supported coffee enterprises/ businesses to increase their market share and sales and brand management in line with the Foundation's and consortium partners' guidelines.</i>	Identify key stakeholders and develop tailored messages aimed at transforming mindsets towards sustainability including coordination, planning, and facilitating national wide EYE-C entry stakeholder meetings (workshops, seminars etc)	<ul style="list-style-type: none"> Monitoring & Evaluation of communication initiatives demonstrates measurable visibility, knowledge and appreciation of EYE-C objectives, opportunities, and impact. Additional resources (over USD1bn) mobilised within the coffee value chain in line with the 20million bags of coffee roadmap. Sustainable markets for coffee strengthened and sales and export revenues increased
	Lead the implementation of the EYE-C communications strategy in collaboration with consortium partners	
	Lead in the development, harmonisation and execution of communications workplans for consortium partners; including monitoring and reporting progress and actively contribute to the Foundation's community of communicators	
	Support marketing and promotion efforts of participating youth entrepreneurs and coffee enterprises through both above the line and below the line strategies to build their brand visibility and increase sales	
	Use feedback mechanisms, such as surveys, to assess the effectiveness of communication efforts	
	Support the resource mobilisation team to enhance the brand equity and communicate impact of EYE-C and develop visual and other communications tools	
	Track and document engagement levels to evaluate marketing campaign success and feed learning into the design of future campaigns	
Stakeholder Relations Management <i>Enhance relevance of EYE-C programme through effectively engaging key stakeholders to facilitate its implementation and</i>	Lead the program analysing the stakeholder landscape to identify stakeholders whose cooperation is necessary for the EYE-C programme to succeed; ensure that the voices of participating youth are captured and are influencing and informing decision making within the coffee sector.	<ul style="list-style-type: none"> 10% of national and district budgets dedicated to youth initiatives National policies are responsive to the needs of young people The Foundation's and stakeholders' feedback confirms that communications effectively
	Develop compelling impact reports that demonstrate the value and success of EYE-C programme; this will include demonstrating improvement in livelihoods and incomes and revenues	

<p><i>strengthen investor confidence; effectively communicate the EYE-C's success in empowering youth (young women) in the coffee industry in Uganda to generate buy-in and mobilise additional resources.</i></p>	Support execution of stakeholder management initiatives including events management, organising stakeholder consultative meetings, pitching potential funders, while ensuring professionalism and clarity to build stakeholders' confidence	<p>showcase EYE-C impact, improved stakeholder confidence and engagement.</p> <ul style="list-style-type: none"> • Full alignment of EYE-C programme to national (National Development Plans) and Mastercard Foundation strategies and roadmap and effectively communicated • EYE-C participants wellbeing safeguarded in line with Mastercard Foundation principles • Stakeholder feedback confirms relevance of EYE-C programme with satisfaction rating of over 80%
	Manage the production of branding and communications (IEC) materials that effectively communicates the impact of EYE-C for dissemination n to key stakeholders and prospective funders.	
	Track feedback and incorporate it into future communication strategies to improve stakeholder engagement	
<p>Digital marketing and Media Relations</p> <p><i>Develop and manage strong relationships with media and relevant stakeholders to amplify EYE-C influence; ensure communication strategies highlight the implementing partners role in advancing sustainable agribusiness sector development in Uganda through the coffee and complimentary value chains</i></p>	Develop and execute a content strategy include design of EYE-C social media strategy, website design and update, ensuring regular and participatory/ social media engagement with participating youth	<ul style="list-style-type: none"> • Digital analytics (e.g., engagement rates, reach, shares) indicate increased audience interaction and effectiveness of digital communication strategies.
	Personally write and curate digital content that resonates with target audiences and reflects EYE-C programme goals	
	Utilise digital analytics tools to monitor user engagement and adapt strategies to enhance digital presence	
	Engage with digital marketing agencies when needed to expand reach and undertake market influencing campaigns	
	Lead the management of media (traditional and new media) ensure the EYE-C is well understood and communicated by the media including maintaining a database of key media contacts for targeted communications	
	Conduct quarterly reviews of digital strategy performance and recommend adjustments based on data insights	
<p>Advocacy and Mindset change campaign</p> <p><i>Design and implement effective youth focused behavioural/ mindset change initiatives; influence policy/ decision makers at both national and local</i></p>	Lead in identifying partners to design and implement youth focused mindset and edutainment initiatives to increase knowledge, increase adoption of climate smart solutions and improving attitudes and practices of targeted youth in the coffee value chain	<ul style="list-style-type: none"> • Increased agricultural knowledge (coffee) of at least 70% • Improved attitudes and mindset of youth in coffee by at least 65% • Enhanced youth voice and agency of at least 10%
	Conduct impact (Knowledge, Attitude and Practices) surveys to assess the impact of the mindset change initiatives and inform programme implementation	

<i>government levels; engage cultural and religious institutions to support mindset change to bring more youth (young women) into the coffee value chain</i>	Engage in identifying prospective funders and partners to generate resources for follow up behavioural change efforts.	
Risk Management and Compliance in Communication <i>Ensure all communication efforts adhere to aBi's compliance and governance frameworks, maintaining brand integrity and highlighting the organisation's dedication to using climate smart solutions as a transformative tool for sustainable development.</i>	Develop and implement communication protocols that align with aBi compliance standards.	<ul style="list-style-type: none"> All communication materials adhere to compliance standards and brand guidelines of the Foundation, aBi and consortium partners. Pre-approved crisis communication strategies are effectively deployed, minimizing reputational risk.
	Conduct regular reviews of all communications materials for adherence to brand guidelines and regulatory requirements.	
	Personally manage any communication crises with pre-approved messages and strategies to mitigate reputational risk to the Foundation, participating youth and key partners including downstream implementing partners	
	Maintain an organised archive of communications activities and compliance records for accountability	
	Provide periodic training sessions or briefings on compliance and risk management to consultants and partners engaged in communications activities.	

And any other duties as requested by the **Program Director**

REQUIREMENTS OF THE ROLE

Qualification <ul style="list-style-type: none"> Degree in Mass Communication and related disciplines. Professional membership preferably Public Relations and Marketing. Master's degree in relevant field. Experience <ul style="list-style-type: none"> 10+ years of relevant experience at least 5 years at management/ team lead level 	Competency	Level 1 Standard	Level 2 Specialist	Level 3 Team Leader	Level 4 Leadership
	Ownership & Initiative			√	
	Learning & Adaptability			√	
	Situational Awareness & Thinking				√

<ul style="list-style-type: none"> Strong understanding of rural development, agribusiness/ agricultural sector, advocacy, youth engagement, stakeholder management and private sector dynamics, preferably in the agribusiness sector. Proven experience in public relationships and stakeholder management including media. Demonstrated ability for events management and experience executing publicity and communications campaigns. 	Execution & Drive for Results			√	
	Understanding Others & Team Collaboration			√	
	Communicating & influencing				√

Technical Skills & Knowledge

- Demonstratable experience in developing and implementing advocacy and communications strategies with a bias towards development communications, behavioral change campaigns, advocacy, new media (digital and social media) communication
- Demonstrated skills in development of IEC materials for socio-development and financial inclusion interventions.
- Highly developed writing and creativity skills, capable of developing social media and digital content in a compelling and effective way

SIGNATURES

Name of Job Holder:	Signature(s):	Date:		Name of Supervisor:	Signature(s):	Date: