

COMMUNICATIONS MANAGER

ROLE SUMMARY:

The Communication Manager is responsible for leading the strategic development and execution of comprehensive communication initiatives that reinforce the organization's mission and strengthen its credibility and influence. This role is essential in fostering a consistent and compelling narrative that supports aBi's objectives of driving sustainable growth and development within Uganda's agricultural sector. The Communication Manager plays a critical role in positioning aBi as a trusted leader and partner in agricultural finance and development, cultivating strong relationships with stakeholders, and promoting transparency and trust. By managing the organization's communications, the position ensures alignment with aBi's core values and long-term vision, contributing to increased awareness, engagement, and support for its strategic programs and initiatives.

REPORTS TO: Chief Program Officer

SUPERVISES: None

SCOPE OF RESPONSIBILITIES

Area of Responsibility	Action Steps	Success Criteria/Measures
Strategic Communications Leadership Provide strategic leadership in the development and implementation of aBi Development's communication and influencing strategy, ensuring alignment with the organization's strategic plan	Work proactively with the CPO and Heads of Department to fully understand their strategic goals and requirements for influencing and communication, including product promotion and marketing	Stakeholder and media perception surveys confirm aBi is recognised as a key thought leader in green finance and agribusiness development.
	Lead the organisation in audience analysis to identify groups and individuals whose cooperation is necessary for aBi Development's strategy to succeed; ensure that clear goals are articulated for any mindset or behavioural changes that we would like to influence.	
	Lead the team in developing a communication and influencing strategy alongside annual business plans for the communications unit; this includes supporting the Head of People & Culture with needs for internal communications.	
	Lead implementation of the strategy, ensuring clarity concerning activities that will be led by the communications unit (including outsourced to consultants) and activities that will be implemented by the CEO/ Heads of Department.	

	Mentor and coach the aBi Development team, providing resources, guidelines and practical assistance, to enable them to deliver the communications strategy effectively.	
Communication Campaigns Design and implement strategic communication initiatives aimed at influencing stakeholder mindsets and behaviours; this might include campaigns that elicit interest in the use of green finance to drive transformative development.	Identify key stakeholders and develop tailored messages aimed at transforming mindsets towards sustainability.	M&E of communication initiatives demonstrates measurable influence on stakeholder mindsets and behaviours, supporting aBi's strategic objectives.
	Implement communication campaigns that include specific activities like workshops, seminars, and publications.	
	Use feedback mechanisms, such as surveys, to assess the effectiveness of communication efforts and make adjustments.	
	Coordinate with investment teams to incorporate communication strategies into project plans and activities.	
	Track and document engagement levels and behavioural changes to evaluate campaign success and feed learning into the design of future campaigns	
Brand Management and Investor Relations Enhance brand recognition and promote aBi Development's achievements to strengthen investor confidence; effectively communicate the organisation's success in using green finance to catalyse sustainable agribusiness growth and attract additional investment	Develop case studies and impact reports that demonstrate the value and success of aBi Development's green finance initiatives.	Investor and donor feedback confirms that communications effectively showcase aBi's impact, strengthening confidence and engagement.
	Plan and execute investor-focused virtual events and presentations, ensuring professionalism and clarity.	
	Manage the production of media kits and press materials for distribution to potential and existing investors.	
	Support investor confidence through regular impact updates and well-crafted communications materials.	
	Track investor feedback and incorporate it into future communication strategies to improve investor engagement	
Stakeholder Engagement and Media Relations Develop and manage strong relationships with media and relevant stakeholders to amplify aBi Development's influence;	Create and maintain a database of key media contacts and stakeholders for targeted communications.	Stakeholder and media feedback confirm the relevance and effectiveness of engagement strategies in advancing aBi's role in
	Lead media engagement as aBi's primary media liaison, overseeing press releases and representing aBi in media interviews.	
	Organise small-scale media briefings and stakeholder meetings to keep key audiences informed	

ensure communication strategies highlight the organisation's role in advancing sustainable private sector development in Uganda through green finance.	Engage freelance writers or consultants to produce articles and press releases when necessary	sustainable private sector development.
	Track media coverage and stakeholder feedback to assess and enhance the effectiveness of engagement efforts	
Digital Communication Strategy Strengthen and monitor aBi's online presence using innovative digital strategies; leverage digital platforms to effectively support implementation of the communications plan.	Develop and execute a content calendar for social media and website updates, ensuring regular and strategic posting	Digital analytics (e.g., engagement rates, reach, shares) indicate increased audience interaction and effectiveness of digital communication strategies.
	Direct the creation and curation of digital content that resonates with target audiences and reflects organisational goals, setting editorial standards and quality-assuring output.	
	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 improve campaign performance.	
	Conduct quarterly reviews of digital strategy performance and recommend adjustments based on data insights	
Risk Management and Compliance in Communication Ensure all communication efforts adhere to aBi's compliance and governance frameworks, maintaining brand integrity and highlighting the organisation's dedication to using green finance as a transformative tool for sustainable development	Develop and implement communication protocols that align with organisational compliance standards.	- All communication materials adhere to compliance standards and brand guidelines, with minimal revisions needed for compliance. - 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.	
	Lead the management of communication crises, deploying pre-approved messages and strategies to mitigate reputational risk.	
	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.	
	Ensure full compliance with funder and donor visibility and branding guidelines across all communication outputs, and oversee the timely production of donor-required communications deliverables.	

And other duties as requested by the Chief Program Officer from time to time.

REQUIREMENTS OF THE ROLE

Qualifications - Bachelor's degree in Mass Communication, Public Relations, Journalism, Marketing or a related field; a relevant postgraduate qualification is an added advantage - Member of at least one professional body, preferably Public Relations and marketing. Experience - At least 8 years working in a communications, marketing or media, preferably within the development, finance or agribusiness sector - Proven experience of developing good public relationships and working with media houses - Demonstrated ability to manage events and experience in executing publicity and communications campaigns	Competency	Level 1 Standard	Level 2 Specialist	Level 3 Team Leader	Level 4 Leadership
	Ownership & Initiative			√	
	Learning & Adaptability			√	
	Situational Awareness & Thinking			√	
	Execution & Drive for Results			√	
	Understanding Others & Team Collaboration			√	
	Communicating & Influencing			√	
Technical Skills & Knowledge - In-depth understanding of communications strategies with a bias towards digital and social media communication - Demonstrated skills in development of IEC materials for financial institutions - Highly developed writing and creativity skills, capable of developing social media and digital content s in a compelling and effective way					