

COMMUNICATIONS SPECIALIST

The role is to take lead in the implementation of the communication strategy of aBi Finance and provide support to the aBi Advocacy & Communications Unit in planning, development and implementation of aBi Finance's strategies for communications, marketing, branding, public relations, advocacy, reputation management and stakeholder engagement, to position aBi Finance as a critical actor in the agribusiness sector.

aBi

REPORTS TO: Advocacy & Communications Manager

SUPERVISES: None

SCOPE OF RESPONSIBILITIES

Area of Responsibility	Action Steps	Success Criteria/Measures
Plan, organise and coordinate aBi Finance's Communication & advocacy campaigns as part of implementing the Advocacy and Communication Strategy and Resource Mobilisation Strategy	Develop an events calendar, plan and execute the plan in line with Communications Strategy.	<ul style="list-style-type: none"> • Up to date and signed off events calendar/ plan budgets with key milestones; events successfully executed. • Signed off artworks for aBi branding material. • Stakeholders mapped and stakeholders effectively updated through various platforms. • Awareness and strong brand visibility (Media Intelligence reports developed). • Upto date stakeholder database (media influencing stakeholders/networks/professional associations etc) and stakeholder landscape (mapping).
	Develop the implementation plan for all signed off events ensuring that all logistics, promotion, budgets etc is managed in a timely manner.	
	Organise and facilitate events, advocacy meetings, field trips to generate understanding and support from policy makers and other influential groups and individuals.	
	In liaison with marketing suppliers ensure that branding material produced is in line with the standards and specifications of aBi Finance and shareholders.	

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	<p>Organise promotion and media events (including product & funding windows promotion, product & Financial Services (FI) branch launches, grant signing functions etc).</p> <p>Take lead in the planning and organisation all resource mobilisation engagements & activities</p> <p>Develop and maintain a database for media contacts and other influencing stakeholders and facilitate stakeholder mapping exercise.</p> <p>Take lead in creating national awareness on green financing</p> <p>Facilitate aBi' Finance's participation in various stakeholder engagements like conferences, workshops, breakfasts and meetings.</p>	<ul style="list-style-type: none"> • Visibility of aBi in relevant stakeholder engagements. • Increased uptake of aBi Finance green products & services • Successful resource mobilisation campaigns and activities (including events, pitches, fundraising communications tools etc) • Advocacy meetings convened for aBi Finance.
<p>Online Communication platform & Public Engagement</p> <p>Manage the day to day updating of aBi Finance's Website and Social Media platforms, working with the technical team to ensure accurate & timely information is uploaded</p>	<p>Take lead in the generation of website and social media content (both text, pictures and videos) in support of aBi Finance's strategy ;supporting staff members to develop compelling content for online communications and blogposts; especially to elevate the voices of our end beneficiaries.</p>	<ul style="list-style-type: none"> • Updated Website and social media platforms (especially X/twitter, facebook andLinked-In) content developed & uploaded. • aBi Finance's websites and social media platforms trending due to promotion and engagement.

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<p>and queries/ comments are responded to, to enhance aBi Finance's digital and social media presence.</p>	<p>Support the development of aBi Finance's communication culture by especially social media usage by consistently engaging with staff; building relationships with bloggers and other online influencers; actively managing and growing the reach of aBi's Facebook page, X (Twitter) & LinkedIn account and You Tube channel to position aBi Finance's influencing agenda.</p>	<ul style="list-style-type: none"> • Popularise the aBi Business Plan & strategic plans among staff and other stakeholders. • Weekly/monthly reporting on online graphics and content meeting standards defined. • Test functionality of the websites & Social media platforms on a quarterly basis. • Website regularly updated (increased visitors and followers of aBi Finance's social media platforms) • Social media platforms and websites used to share aBi Finance's Knowledge and learning. • Presentations for the aBi Finance leadership team engagements. • Research and gather information about aBi Finance external engagements e.g., conferences. • Craft engaging and impactful speeches that align with aBi Finance's vision, mission, and strategic goals.
	<p>Monitor the websites and social media for consistency in the content matter and graphic design; Lead continuous development of the website, ensuring up-to-date and engaging content and relevant resources on key advocacy priorities.</p>	
	<p>Track audience response /utilisation by logging accurate and useful statistics for website usage, downloads, social media engagements etc; analyse key metrics and make recommendations for improvement.</p>	
	<p>Analysing feedback and other collected data from communication activities on website & social media platforms to facilitate decision making.</p>	
	<p>Promote the aBi Finance's website and other social media platform to increase traffic (especially relevant stakeholders).</p>	
	<p>Support Learning & Knowledge Management initiatives (including the formulation and dissemination of LKM briefs).</p>	

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	Scan for website functionality issues and make recommendations for improvements.	
	Prepare presentations for strategic aBi Finance engagements.	
<p>Dissemination of IEC Materials Support the coordination, development and distribution of various Information, Education & Communications (IEC) materials including corporate reports and publications, newsletter, case studies, and other publicity materials (including Diaries, Calendars, flyers, garments, banners, documentaries etc).</p>	<p>Take lead in the implementation of communications strategy & resultant communications plans by monitoring the schedule of activities and ensuring staff participation in various communications campaigns.</p>	<ul style="list-style-type: none"> • Activity status and action matrixes developed and updated on planned communication activities. • Publicity/IEC material developed and disseminated in a timely manner. • Favourable media coverage achieved. • FI premises and assets (bought courtesy of aBi Finance) are appropriately branded. • Quality publications and IEC materials effectively produced & disseminated
<p>Take lead in the development of IEC outputs,including;brochures, publications,documentaries,success/stories of change and other publicity materials especially calenders, diaries,infomercials,banners,electronic promotional materials, advertisements etc.</p>		
<p>Take lead in addressing branding needs of Ips and ensuring aBi Finance branding guidelines are followed for all IEC material developed by FIs.</p>		
<p>Participate in knowledge sharing initiatives involving aBi stakeholders including implementing Partners and other partners to achieve aBi Finance’s influencing goal (including conferences,sponsorships etc).</p>		

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<p>Content Development and Dissemination</p> <p>Support the development and dissemination of Advocacy & Communications Materials (written pieces, photography, images, video production, etc) across the organisation; ensuring that they communicate and influence effectively.</p>	<p>Develop processes for content creation and oversee the end to end content production pipeline.</p>	<ul style="list-style-type: none"> • aBi knowledge (lessons, learning/findings and innovations) shared. • Corporate reports and publications printed and distributed. • Case studies generated and disseminated (including incorporation in the Annual Reports). • No publications formulated and disseminated including editorial content for various media platforms. • aBi success stories profiled in mainstream print and electronic media (field impact profiling) • Updated database for photographs and other archived material.
	<p>Review,edit and deliver high quality content, including written materials, reports, web pages, success stories, interviews etc, profiling impactful content from beneficiaries via strategic field trips and participate in management of media sponsorships/partnerships.</p>	
	<p>Develop a library of relevant and reproducible images; collating pictures of suitable quality provided by colleagues &/or purchasing resources as appropriate</p>	
<p>Capacity Building</p> <p>Build capacity of staff and colleagues to implement the Advocacy & Communication strategy and shareholders communications guidelines effectively</p>	<p>Participate in building capacity of aBi Finance implementing partners to enhance their Marketing and communications capacity.</p>	<ul style="list-style-type: none"> • Field impact profiling of aBi Finance IPs/partners conducted. • Templates developed (power point presentation, letter heads etc). • Sensitisation (staff) sessions held. • aBi and shareholders branding guidelines followed by partner FIs and aBi Finance.
	<p>Develop and disseminate a communication toolkit, including templates, resources, and popularise branding guidelines.</p>	
	<p>Provide capacity building for implementing partners on branding, advertising, marketing and packaging.</p>	
	<p>Train and develop a diverse pool of story tellers from within aBi Finance and the wider network of project stakeholders and seek opportunities to elevate the voices.</p>	

Area of Responsibility	Action Steps	Success Criteria/Measures
	Work with the CEO to identify information and key messages that need to be communicated to staff; support all internal communications initiatives by management.	

And other duties as requested by the **Advocacy and Communications Manager**

REQUIREMENTS OF THE ROLE

Educational Qualifications:

- Degree in Mass Communication and any other related disciplines.
- Member of at least one professional body preferably Public Relations and marketing.

Job related experience and knowledge:

- At least 8 years working in a communications, marketing and media in the financial sector
- In-depth understanding of communications strategies with a bias towards digital and social media communication
- Proven experience of developing good public relationships and working with media houses
- 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
- Demonstrated ability to manage events and experience in executing publicity and communications campaigns

COMPETENCIES

Competency	Level 1 Standard	Level 2 Specialist	Level 3 Team Leader	Level 4 Leadership
Integrity & Commitment		√		
Learning & Capacity Building		√		
Proactivity & Innovation			√	
Getting Work Done		√		
Relationship Building			√	
Thinking and Problem Analysis		√		
Communication and Information Handling			√	
Resource and Business Management			√	

SIGNATURES

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

Name of Supervisor:	Signature(s):	Date: