



Position:	Communications Officer
Reports to:	Creative Content Manager, Action Against Hunger UK. (Functional management and mentoring PPL project) (Management and supervision committee: Operational Communications manager based in Spain, UK, Country Director Senegal, DESK Sahel)
Location:	Dakar, SENEGAL. Travel in country and in the Region (Mali, Niger and Mauritania to other Action Against Hunger missions)
Length of Contract:	6 months, with possibility of extension

Action Against Hunger is an International network, which provides humanitarian relief in over 40 countries worldwide in the sectors of nutrition, health, water/sanitation, and food security.

Summary of the Position:

The Communications Officer facilitates communications activities, gathers information about the projects and people involved in Action Against Hunger’s programmes in SENEGAL, MAURITANIA, NIGER AND MALI, and packages this content to help drive visibility and engagement among key donors and supporter audiences - including for the press institutional and corporate donors and advocacy stakeholders.

This role will generate emotive and informative written stories, as well as the accompanying multimedia assets - high quality photography, video and sound recording - which will engage international donors and also supporters outside of Africa. It will also position Action Against Hunger as ‘the hunger specialist’ in the Sahel.

The role will also be responsible for sourcing and verifying relevant contextual information to support media, fundraising and advocacy requests.

As such, the role holder must be as confident about gathering personal, emotive and engaging human stories, as they are about gathering technical information relating to the programme.

Based in Senegal, the Communications Officer will need to travel to Mali, Niger and Mauritania to obtain content and gather information.

Purpose:

We want to shift the power of story-telling from the Global North to the Global South.

We want to help communities to think about what hunger means to them; how it impacts on them and their families; how it makes them feel; how they can go about tackling it; and how they can tell their own stories to other people who are unlikely to experience the same kind of challenges they face.

- The Communications Officer will provide authoritative and contextual information, fact checking, labeling, captioning and written transcripts for interviews, as well as signed consent forms related to the stories and image-based content they gather. With support from Action Against Hunger in Spain and the UK, they will package content for media, social media and websites, paid advertising channels, major donors, institutional and corporate donors and MPs. These will be shared across the Action Against Hunger network through the Brand Forum (Action Against Hunger's global brand asset management system).
- The Communications Officer will help to facilitate reactive media or filming access for interviews, as well as story and image gathering from ACF SENEGAL, MALI, NIGER AND MAURITANIA programme work on the ground. They may also be needed to talk about their own story gathering work to international audiences

The Communications Officer, with mentoring support from Action Against Hunger UK's Creative Content Manager, will produce a wide range of high-quality compelling story-based products to support key UK fundraising, advocacy and awareness-raising campaigns in 2022. The outputs for the campaign will include a communications report featuring in-depth personal testimonies and interviews with people we support (as well as staff and relevant professionals), on-camera interviews, b-roll collection and photography.

The Communications Officer must comply with the security rules of the countries in which he/she is located. They will receive a security briefing before starting work in any of the countries.

Specific objectives: **LEAD A PARTICIPATORY PHOTOGRAPHY PROJECT IN SENEGAL**: May/June - (2 weeks for actual training and one week of logistical support beforehand)

You will work with the Creative Content Manager in Action Against Hunger UK and with the photography agency, Fotosynthesis, to support the running of workshops to help beneficiaries discuss the situation in which they find themselves; to learn how to represent that through photography and/or videography; to find ways to encourage people in the UK to understand them and to take action (such as donating to Action Against Hunger or taking a campaign action, such as writing to their MP). The focus will be on mothers and their children, since it is primarily mothers in Sahel who are responsible for feeding and bringing up their children. Participants (community mobilisers) would learn basic photography & film-making techniques and investigate the root causes of hunger and malnutrition, record their stories, devise recommendations & communicate advocacy messages to key audiences. They would also host a photo exhibition in their community. Your role would be to identify participants (potentially community mobilisers, mothers and children) beforehand and to Support Fotosynthesis throughout the Project.

OUTPUTS:

- Five distinct stories/voices from the field, including a package of content - at least 5 photos and/or video stories plus contextual captions
- A photo exhibition in the community
- An online photo gallery (potentially interactive) to tell the story of the lives of beneficiaries.

Needs-based case studies and some solutions-focused case studies on Mali, Niger or Mauritania for a direct marketing appeal to be launched in the summer:

Outputs:

April - Needs-based case studies (photos and film) gathered from Mali, Niger or Mauritania. This is so we can show donors what the problem is and how they could help

June – Solutions-based case studies gathered from the same country as above (Mali, Niger or Mauritania). This is so we can show donors the solution and how their donations could've helped.

Engagement / delivery:

Work with the Grant Manager at field level and Operational Communications Manager in Spain to strengthen communications capacity in the country including the production of a wide range of communication materials.

A major part of the position is also to work in a close collaboration with ACF UK Creative Content Manager to support key Action Against Hunger campaigns in 2022 to engage current donors and people like them in order to build up Action Against Hunger's supporter base and influence in the UK market. This, in turn, will improve ACF SAHELs communications capacity and resources in-countries. This role will also support the communications strategy for advocacy, donor engagement and fundraising across the international network.

Responsibilities:

- Work with the Communications Team in Spain and the Desk Geographical Unit to understand the content needs and priorities that support the ACF SAHEL communications strategy and the communications audiences and needs of the ACF network (5% of role holder's time).
- Organise and facilitate travel for yourself or for any visiting media professionals including videographers and photographers to gather stories of people we support, our staff, partners and programmes in action and when needed accompany them to the field (15% of role holder's time).
- Prepare content to respond to media, fundraising and advocacy requests for up-to-date, verifiable information, quotes and statistics, as well as coordinating media requests for interviews with in-country staff. (20% of role holder's time in first 6 months)
- Work with UK's Creative Content Manager to plan, prepare and execute content gathering and a participatory photography project that will provide high quality, in-depth engaging stories for fundraising, advocacy and awareness-raising moments across multiple channels and audiences. The content will be used to communicate Action Against Hunger's key messages to supporters, media, politicians, trusts and foundations, corporate partners and major donors in the UK and across the network. (50% of the role holder's time in first 6 months)
- Work with the UK's Creative Content Manager and France's Comms Team to organise, label, store and share content across the network. (10% of role holder's time in first 6 months)
- All content must be validated by the Geographic Desk for the Sahel based in Spain

Required Qualifications

- Bachelor's degree in communications, journalism, marketing, or related discipline or equivalent work experience gathered=
- Minimum 3-4 years in communications or public relations, or some combination as a journalist, PR/marketing specialist and communications practitioner, preferably with an international NGO or non-profit
- Skilled photographer and writer (including experience of collecting in-depth personal testimonies); videographer skills a plus

- Ability to translate highly technical source material into compelling, accessible content for a general audience
- Ability to perform basic colour correction and editing a plus.
- Experience producing communications assets tailored to a range of different target audiences
- Ability to manage deadlines against a communication calendar
- Strong knowledge of international development and humanitarian work
- Fluent English and French speaker. Spanish is an asset, but not essential.
- Skilled problem solver, adept at identifying challenges and recommending solutions proactively
- Outstanding presentation skills and general communications skills across diverse teams with differing technical backgrounds
- Strong interpersonal skills with sensitivity to local cultures, gender, and humanitarian principles

Lien pour postuler ci-dessous

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