

# ROLE PROFILE

<b>Job title</b>	<b>Communications Director</b>
<b>Grade</b>	20
<b>Department</b>	Communications
<b>Reporting to</b>	Executive Director
<b>Direct reports</b>	Unit Heads and Senior Managers
<b>Effective from</b>	January 1, 2024

## PURPOSE OF THE ROLE

The Communications Director provides the overarching communications direction and design for Greenpeace Africa in line with the organisational strategy. He/she defines the strategy, structure and operations of all Greenpeace Africa communications, online and offline. Provides strategic oversight on programme communications to all programmes within GPAf and advisory role to Executive Director on organisational Communication. Line manages the respective Units heads and managers within the communications department online and offline in order to implement communication strategy. Ensure editorial guidelines are upheld for all Greenpeace Africa publications and outputs. The Communications Director will play a pivotal role in promoting Greenpeace's campaigns, amplifying its mission, and engaging diverse audiences through various communication channels. This position requires a strategic thinker with strong leadership skills, exceptional communication expertise, and cultural sensitive awareness.

## MAIN RESPONSIBILITIES

### Strategic Communication Planning:

- Develop and implement comprehensive communication strategies aligned with Greenpeace Africa's objectives.
- Collaborate with other departments to integrate communication plans into overall campaign strategies.
- Conduct regular assessments to evaluate the effectiveness of communication efforts and adjust strategies as needed.

### Media Relations:

- Cultivate and maintain relationships with journalists, editors, and media outlets to secure positive coverage of Greenpeace Africa's campaigns and initiatives.
- Serve as the organization's spokesperson and represent Greenpeace Africa in media interviews and public events.

### Content Creation:

- Oversee the creation of compelling and persuasive content, including press releases, articles, op-eds, and multimedia materials.

- Ensure that all content is aligned with Greenpeace's messaging and brand guidelines.

**Digital and Social Media Management:**

- Develop and execute digital communication strategies to reach and engage diverse audiences through social media platforms, the organization's website, and other online channels.
- Monitor social media trends, respond to audience feedback, and manage online reputation.

**Crisis Communication:**

- Develop and implement crisis communication plans to effectively manage and mitigate reputational risks.
- Provide guidance and support to the organization during crises or high-profile incidents.

**Internal Communication:**

- Collaborate with internal stakeholders to ensure consistent messaging and alignment with organizational goals.
- Provide communication training and resources to staff members as needed.

**Advocacy and Campaign Support:**

- Work closely with campaign teams to integrate communication strategies that support advocacy efforts.
- Develop and maintain partnerships with like-minded organizations to enhance the impact of Greenpeace Africa's campaigns.

KEY PERFORMANCE AREAS	KEY PERFORMANCE INDICATORS	WEIGHT
Organisational Design	<ul style="list-style-type: none"> <li>● Define organisational Communication strategy for GPAF in alignment with the new organisational strategy</li> <li>● Support the Executive Director in defining the organisational strategies and plans</li> <li>● Acts as member of senior leadership team and contribute in providing the required organisational steer</li> </ul>	10%
Sign - off on all communication outputs online and offline	<ul style="list-style-type: none"> <li>● Define a sign off matrix that is agile and fit for purpose</li> <li>● Sign off on all relevant communications strategies, outputs and plans as per the matrix</li> <li>● Publish Annual Report in accordance with governance obligations of GPAf</li> <li>● Ensures Editorial support is provided to campaign and fundraising teams on all communications / reports produced for</li> </ul>	10%

	stakeholder engagement and other organisational purposes	
Oversee relevant communications functions	<ul style="list-style-type: none"> <li>All aspects of communications - traditional, digital, investigations, marketing, audio visual are staffed appropriately and resourced for success</li> <li>Strategies and plans are shared with and explained to relevant stakeholders by the communications department</li> <li>oversees the Development of internal and external communication strategies and plans for Greenpeace Africa</li> <li>Internal and external communications strategies and plans are defined in line with organisational and programme strategies (3 year plan)</li> </ul>	15%
Strategic Communications advice to the Executive Director	<ul style="list-style-type: none"> <li>Executive Director is advised on the formulation and execution of Greenpeace Africa's communication design and strategic direction</li> </ul>	5%
Building, developing, coaching, mentoring and overall line manager responsibilities to comms team	<ul style="list-style-type: none"> <li>Team is staffed appropriately</li> <li>Individual team members have set performance objectives</li> <li>Individual team members have development plans discussed with manager</li> <li>Relevant training and support are provided.</li> </ul>	10%
Setting up resources, tools, policies and procedures to enhance campaigns communications.	<ul style="list-style-type: none"> <li>Relevant tools, policies and procedures are in place and made available to relevant stakeholders.</li> </ul>	10%
Communication Training	<ul style="list-style-type: none"> <li>Relevant staff, in particular Campaign teams, and other spokespersons are trained on a range of communications related issues.</li> <li>Spokesperson Training is streamlined across all GPAF operations</li> </ul>	5%
Supports communications team in implementation and monitoring of comms strategies and plans	<ul style="list-style-type: none"> <li>Deals with matters needing escalation and identify structural gaps in the implementation of the communications strategy.</li> <li>Ensures team is agile and nimble to support broad range of communication needs within Greenpeace Africa</li> </ul>	10%

International collaboration, working with communication hubs and other offices	<ul style="list-style-type: none"> <li>Best practices from the hubs and other NROs are identified and shared with GP Af comms staff</li> <li>Best practices at GP Africa are shared with the global organisation</li> </ul>	5%
Managing budgets	<ul style="list-style-type: none"> <li>Budgets are forecasted accurately</li> <li>Projects are budgeted for</li> <li>Deviations are timely reported to line manager</li> </ul>	10%
Media Relations strategy and relationship building	<ul style="list-style-type: none"> <li>Media Relations strategy is defined (including media and social media landscape mapping) and shared appropriately with stakeholders including the communications team</li> <li>Successful relationships with Media are established by the team according to strategy and plans.</li> </ul>	5%
Collaboration with other departments.	<ul style="list-style-type: none"> <li>Successful collaboration with other departments and units at GP Africa, including engagement, campaigns, fundraising, EDO and Operations..</li> </ul>	5%

## QUALIFICATIONS AND EXPERIENCE

<b>Preferred Qualification(s)</b>	<ul style="list-style-type: none"> <li>Masters/Post graduate qualifications in communications, media studies, journalism, development, management.</li> </ul>
<b>Preferred Experience</b>	<ul style="list-style-type: none"> <li>A minimum of 10 years' experience in media, journalism, communication.</li> <li>A minimum of 10 years people management experience</li> <li>Strong experience in all aspects of communications and lobbying</li> <li>Experience working in international environment</li> <li>Bilingual with fluency in French</li> </ul>
<b>Other requirements</b>	<ul style="list-style-type: none"> <li>Willingness to travel frequently</li> </ul>

## CORE JOB COMPETENCIES

<b>COMPETENCY</b>	<b>IMPORTANCE</b> 1=beneficial 2=preferred 3=important 4=critical
<ul style="list-style-type: none"> <li>● Strategy Development</li> <li>● Editing</li> <li>● Fluent in English and French</li> <li>● People Management and Development</li> <li>● Decision making skills</li> <li>● Understanding written French</li> <li>● Communication Skills</li> <li>● Attention to detail and high level of accuracy</li> <li>● Organisational skills</li> <li>● Administrative skills</li> <li>● Computer skills: Word, Powerpoint and Excel, Email</li> <li>● Analytical and problem solving skills</li> <li>● Time Management skills</li> </ul>	<p>4</p> <p>4</p> <p>4</p> <p>4</p> <p>3</p> <p>4</p> <p>4</p> <p>4</p> <p>3</p> <p>3</p> <p>3</p> <p>3</p> <p>3</p> <p>3</p>

**PERSONAL LEADERSHIP COMPETENCIES (5 E's)**

<p><b>ENERGY</b></p> <ul style="list-style-type: none"> <li>● Demonstrate a positive mindset and solutions-oriented attitude</li> <li>● Represent openness and curiosity</li> <li>● Act with integrity</li> <li>● Act with humility</li> <li>● Radiate drive</li> <li>● Demonstrate stamina and resilience</li> </ul>
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<p><b>ENERGIZE</b></p> <ul style="list-style-type: none"> <li>● Demonstrate commitment and conviction</li> <li>● Empower others</li> <li>● Act with empathy</li> <li>● Create team spirit, foster teamwork and engagement, harness creative energy that lies within your sphere of influence</li> <li>● Embrace diversity</li> </ul>
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## EDGE

- Risk-taking
- Identify and master moments of leadership
- Manage complex issues, can see the big picture and emphasize the primacy of the whole
- Set the pace

## EXPERTISE

- Display structured approach
- Demonstrate the ability to see a situation accurately with a broad set of perspectives ability to see things as they might be
- Display experience

## EXECUTE

- Role model for accountability and straightforwardness
- Act in a decisive manner
- Assertive and persistent, demonstrate the ability to effectively lead an operation from inception to completion
- Demonstrate management qualities and the ability to take time and space to think and plan Proactively and effectively seek for feedback, ask for help, actively handle difficult situations