

## Detailed Role Description

<b>Job Title</b>	Communications and Marketing Officer
<b>Department</b>	Information, Communication and Technology (ICT)
<b>Reports to</b>	Team Leader- Communications and Marketing
<b>Location</b>	On Site - Mzuzu, Malawi
<b>Role Profile</b>	Early -Mid-level professional

### *Role Purpose*

The Communications and Marketing Officer will be a highly inspired and creativity driven leader delivering high level communications across a diverse range of platforms. In collaboration with the Team Leader-Communications and Marketing, they are responsible for ensuring Emerge Livelihoods and all subsidiaries' communications and marketing interventions drives brand awareness, community engagement drive traffic and community membership and affiliation, stakeholder and partner engagement enabling increased access to the diverse services and fundraising.

The Communications and Marketing Officer will support on creation of engaging content plans to promote Emerge Livelihoods strategic plan 2024-2029 and all interventions being implemented targeting diverse audiences across multiple channels including the websites, social media, public relations and traditional media.

**Scope of responsibilities**

**Role Responsibility 1: Planning, management and implementation**

**Key tasks:**

- Deliver multi-channel communications plans aimed at community members, partners, industry partners and other key stakeholders
- Deliver engaging campaigns and events from inception to implementation, to grow brand awareness, access to our programs and services and facilitate community mobilization and engagement contributing to the success of the Emerge Livelihoods Strategic plan 2024-2029
- Lead on the implementation of engaging and creative project plans for all Emerge Livelihoods programs and projects to activate successful campaigns across all channels.

**Role Responsibility 2: Communications**

**Key Tasks:**

- Develop story-worthy press releases to amplify coverage, increase awareness of all interventions implemented by Emerge Livelihoods and elevate campaigns across programs and projects.
- Working with the Programs, Impact and Learning, subsidiaries teams to identify opportunities for positive internal and external communication, researching, writing engaging copy, arrange or produce graphics and imagery for a range of traditional and digital media including brochures, briefing papers, press releases, websites, social media, newsletters and the intranet.
- To work alongside the Programs, Partnerships and Resource Development units to plan and advise on the most appropriate communication methods to support the core objectives in line with strategic priorities under the 2024-2029 strategic plan
- Implement regular e-communications to diverse audiences by building strong, effective and compelling email campaigns, online campaigns across social networks
- Monitor and report on performance against monthly KPIs and objectives and ensure planned expenditure is within budget

- To provide advice and options to key stakeholders on communication, digital and marketing techniques, and solutions as and when required.
- To undertake communication duties in the event of public holidays, emergencies and other crisis situations
- Work closely with the Emerge Livelihoods technical operations function to ensure a consistent and coordinated approach to managing and promoting assisted digital and online content in line with the Emerge Livelihoods' priorities and strategies.

### **Role Responsibility 3: Branding and Marketing**

#### **Key Tasks:**

- To coordinate brand management, including brand awareness and adherence to brand and corporate identity guidelines.
- Produce and implement creative and compelling multimedia content i.e. fliers, articles, including scheduling, reporting and analysis for driving and enhancing results.
- Create and coordinate digital advertisements and email marketing activity to support campaigns and the Emerge Livelihoods strategic plan 2024-2025 and provide reports to monitor effectiveness
- Collate and prepare all marketing materials for a range of print materials to support all program interventions and define distribution and dissemination of knowledge management documents.
- To be responsible for maintenance, design and reporting on systems relevant to Emerge Livelihoods and its subsidiaries
- Ensure that web-based content and documents are compliant with the local government guidelines (child protection, safeguarding, data protection)

### **Role Responsibility 4: Community Engagement, Partnerships and Network**

#### **Key Tasks:**

- Develop a strong knowledge of the Emerge Livelihood's activities, its community membership base and the wider learned impact / charity sector.

- Plan and carry out day-to-day communications activity for the Emerge Livelihoods membership offering and activities, with an emphasis on member engagement, retention and recruitment.
- Develop and issue stakeholder communications, collaboratively coordinating key assets including messaging, collateral and visuals, for specific projects delivered by the Emerge Livelihoods.
- Support the organisation in strengthening local and international community relations for effective coordination of programs and projects
- Represent Emerge Livelihoods and participate in network meetings, events and forums at national and international level
- Ensure effective partner relations at all levels as per standard procedures and guidelines of Emerge Livelihoods
- Coordinate and support review of Emerge Livelihoods brand visibility and ensure follow up of post reviews and reflections

#### **Role Responsibility 7: Policy Management and Compliance**

##### **Key Tasks:**

- Support in the development and implementation of national specific guidelines for the management of communications and marketing in line with the Emerge Livelihoods Strategic Plan 2024-2029 and all relevant organizational policies
- Participate in the review and update of Emerge Livelihoods policies and procedures
- Implement all necessary policies and procedures to ensure that correct procedures are adhered to by both internal and external stakeholders
- Display a commitment to equitable opportunities and protection and safeguarding of all individuals and communities Emerge Livelihoods serves
- Comply and adhere with all approved organizational policies and procedures

<b>Person Specification</b>	
<b>Education and Certifications</b>	Bachelor's degree in Business Communication, Media for Development, Public Relations, Marketing with training in Advocacy, Communication, Campaigns and Marketing (ACCM), Storytelling, community participatory approaches and methodologies, governance, monitoring, evaluation, accountability and learning, digital marketing.
<b>Essential Experience</b>	<ul style="list-style-type: none"> <li>• A minimum of 3 years relevant with relevant experience in a renowned and reputable organisation preferably in the nonprofit sector.</li> <li>• Experience in designing, setting up and coordinating media relations and planning successful PR campaigns</li> <li>• Experience in developing and delivering multimedia campaigns targeting diverse audiences.</li> <li>• Proven experience working with government agencies, development partners, media and research organisations at national and international level</li> </ul>
<b>Essential Knowledge</b>	<ul style="list-style-type: none"> <li>• In-depth understanding of equitable approach to development and communicating impact stories at national and international levels</li> <li>• Sound and up to date knowledge of community development concepts, methodologies and techniques including demonstrated commitment to promoting gender equality and social inclusion (GESI) across the organisation and in all program related work</li> <li>• Sound knowledge of digital media across all platforms including websites, social media and e-comms including email marketing</li> <li>• Thorough understanding of the non-profit/social enterprise sector</li> </ul>

	<ul style="list-style-type: none"> <li>• Excellent understanding of development partnerships, fundraising, donor strategies, government and international relations at national and international level</li> <li>• Experience in managing budget planning and resources allocation</li> <li>• Experience in scheduling tools such as Hootsuite and others</li> <li>• Strong insight and knowledge of Monitoring and Evaluation methodology, analytics and quality assurance</li> <li>• Experience in creating compelling and engaging marketing materials through softwares such as Canva</li> </ul>
<b>Essential Skills</b>	<ul style="list-style-type: none"> <li>• Strategic and analytical thinking</li> <li>• Strong leadership and management</li> <li>• Excellent presentation, communication and negotiation</li> <li>• Networking, influencing and relationship building</li> <li>• Crisis management and conflict resolution</li> <li>• Planning, organisation, time management and coordination</li> <li>• Strategic direction and people management</li> <li>• Fluency in written and spoken English and native languages</li> <li>• Digital savvy (Microsoft packages, Digital marketing tools)</li> </ul>
<b>Ability</b>	<ul style="list-style-type: none"> <li>• Able to work with minimal supervision and stay on task</li> <li>• Able to work under pressure and under strict deadlines</li> <li>• Able to travel frequently</li> </ul>
<b>Personalities and attitudes</b>	<ul style="list-style-type: none"> <li>• Highly motivated</li> <li>• A self-starter and driven to succeed</li> <li>• Creative with a hands-on attitude and able to work practically</li> <li>• Positive minded and able to multi-task and manage deadlines</li> <li>• Mature and decisive</li> <li>• Diplomatic</li> <li>• Able to build relationships across teams and partners</li> </ul>



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Date:

Accepted by:

Employee Name:

Signature:

Date:

Emerge Livelihoods is committed to conducting its programs and operations in a manner that is safe for the communities it serves and to protecting all individuals with whom we are in contact. All Emerge Livelihoods representatives are explicitly prohibited from engaging in any activity that may result in any kind of harm, abuse, or exploitation.

We are committed to minimizing safety and security risks for our valued employees, ensuring all are given training, support, and information to reduce their risk exposure while maximizing the impact of our programs. Our shared duty, both as an agency and as individuals, is to seek and maintain safe working conditions for all.

If you require disability assistance with the application or recruitment process, please submit a request to [recruitment@emergelivelihoods.org](mailto:recruitment@emergelivelihoods.org).

**Equal Opportunity Employer.**

Emerge Livelihoods is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees, regardless of background, identity, or ability.