



## ARTICLE 19

### JOB DESCRIPTION

#### **BILINGUAL COMMUNICATIONS CONSULTANT FOR SENEGAL AND WEST AFRICA**

<b>Responsible to:</b>	Regional Director
<b>Key relationships:</b>	West Africa team, Global Communications; Campaign, Law and policy
<b>Contract:</b>	8 months
<b>Location:</b>	Dakar

#### **CONTEXT**

ARTICLE 19 is the leading international NGO that promotes and protects freedom of expression and access to information across the world. Through our focus on developing and enforcing international standards and domestic legislation, the empowerment of civil society and practical actions on the ground, we deliver a unique contribution to the protection of human rights, democratisation and development process.

ARTICLE 19 Senegal and West Africa regional office was established eight years ago in Senegal to adequately respond to the local and regional needs and to provide timely and relevant support and contribute to strengthening national capacities and building and/or reforming institutions and policies to protect freedom of expression and the free flow of information. With the many security crisis and challenges in some parts of the region, civil liberties and civic space continue to shrink; human rights defenders and journalists are the main targets for repression. With the changes in many parts of the region from repressive regimes to democracy and the opportunities provided by political transitions, the organisation is working to support reform agenda that include freedom of expression and access to information.

#### **JOB SUMMARY**

The Communications Consultant will support ARTICLE 19 Senegal and West Africa in delivering an impactful presence and profile that conveys our vision, mission and brand. He/She/ works with our regional Programmes, Campaigns, and Law teams, employing a range of communication tools to meet objectives and deliver impact with our key audiences.

The Communications Consultant will join the Senegal West Africa team at a crucial time for ARTICLE 19 and the development of our regional and international communications strategy. The Communications team is responsible for web, audio-visuals, publications, events, and media liaison at ARTICLE 19. The Communication Consultant will be working from the regional office in Dakar and

will primarily responsible for the print publication production cycle, producing content for ARTICLE 19 digital platforms, and supporting the team in Senegal and Gambia in implementing strategic and tactical communications work.

### **KEY RESPONSIBILITIES**

- Assist in the administration of ARTICLE 19's Senegal West Africa communications outputs, including creating, researching, and editing content, and disseminating it through a variety of online tools.
- Coordinate the production cycle of ARTICLE 19 Senegal West Africa print publications, such as policy briefs and country reports. This includes briefing contractors, researchers, working with programme and projects teams to submit copy on time, arranging proofing, translation, design and print.
- With support, coordinate the development of the structure of publications, copy-edit and advise implementing partners when necessary.
- Assist in communicating complex legal and policy messaging via accessible content for wider audiences.
- Assist the regional team with the rapid turnaround of time-sensitive output, including short notice proofing, sub-editing and digital promotion.
- Assist in the management of ARTICLE 19's Senegal West Africa external mailing lists.
- Liaise with international office and programmes to ensure integrated and consistent products and messages across our diverse online presence.
- Assist in the servicing of press enquiries and development of proactive messaging.
- Assist the team in organising, delivering and promoting events arranged in Senegal, Gambia and other countries in the Region.
- Contribute to the work of the wider regional team where necessary.
- Collaborate with and support other regional/thematic programmes of ARTICLE 19, and contribute in general to ARTICLE 19 campaigns
- Actively and creatively participate in the development and implementation of ARTICLE 19's Senegal West Africa' Office' Communications Strategy.

### **PERSON SPECIFICATION**

#### **Education and Experience**

- Educated to degree level in a relevant discipline
- Experience of working in a communications, public relations, or journalist role, including assisting in events coordination and working with the media
- Experience of working in the human rights or related field, with a demonstrable understanding of and commitment to human rights
- Experience of assisting in project management, administration, and budgeting
- Experience of quality-control and ensuring brand consistency

#### **Skills and Abilities**

- Excellent written, verbal and presentation skills including the ability to turn complex material or jargon into plain English and French
- Ability to use online tools, including CMS systems, social media, and other digital technologies
- Ability to use software intuitively including graphic manipulation and audio visual software

- Ability to identify communications angles in our materials and activities, and translate our messages into something attractive to a wide audience
- Ability to conduct research to a specific brief, checking facts using a variety of sources, and with a keen eye for detail
- Ability to generate fresh and innovative ways to present complex information in an easy-to-understand manner
- Ability to multi-task and complete activities under time pressure
- Good interpersonal skills, with an ability to plan work, anticipate problems, and respond to changing priorities.

#### **Other requirements**

- Must have the right to work in Senegal or any other ECOWAS country
- Ability to work in a multi-cultural work environment and commitment to equal opportunities and non-discrimination
- Confidence in delivering communications work with a human-rights based approach and focus on freedom of expression at its core
- Willingness and availability for occasional inter country and overseas travel, and evening and weekend work
- Willingness to learn and work in a team
- Willingness to work, develop and strengthen relations with media, government institutions and non-state actors.

#### **DESIRABLE**

- Post graduate qualification in a relevant discipline
- Experience of working in an organisation with a legal or public-policy focus
- Experience of working with remote teams, and/or in a regional role
- Good written, verbal, and presentation skills in English and French,

#### **HOW TO APPLY**

Interested Candidates should send (in English) a Curriculum Vitae; a motivation letter, an unedited writing sample of 10 to 15 pages and a list of three references who are not related to the candidate, with their full contact details to: [senegalrecruit@article19.org](mailto:senegalrecruit@article19.org). At least one of your references should be either your current employer or your last employer.

#### **Closing date for applications is 30 July 2018**

Only short listed candidates will be contacted. Candidates involved in activities or association which may generate a real or perceived conflict of interest or security risk with ARTICLE 19 work will not be considered.

**Female Candidates are encouraged to apply.**