



Regional Communications and Brand Coordinator

Description

About CBM

CBM is an international Christian development organisation, committed to improving the quality of life of people with disabilities in the poorest communities of the world. The emphasis throughout CBM's work is on local capacity development in poorer regions of the world. They work to increase service delivery in the fields of healthcare, education, rehabilitation and livelihood development, as well as strengthen the organisational development of partner organisations.

About the Role

The Regional Communications and Brand Coordinator works under the guidance and supervision of the Regional Hub Director and the Communication and Marketing Director. This position works in close coordination and consultation with global CBM staff, advisers, partners and Disabled People's Organizations (DPOs). They will ensure that communications, social marketing, and advocacy plans and strategies are well developed and implemented in order to raise CBM's profile as a disability-inclusive development organisation, contribute towards establishing and maintaining strategic alliances, and raise awareness and generate support for CBM's cause among the public and relevant stakeholders.

Duties and Responsibilities

- Develop and deliver the regional media campaign to meet organisational priorities
- Provide strategic and managerial support to supervisors in areas such as: planning, administration, networking and capacity building to regional communications efforts
- Write presentation documents and press releases, ensuring CBM Africa West and Central (AFWC) structures feed quality and timely information into CBM intranet
- Participate in CBM's forums and webinar sessions on communications
- Assist the regional heads of departments in monitoring media, responding to crisis and providing information to the Organisational Crisis Responses Team
- Monitor sector developments and propose relevant communications actions
- Maintain and facilitate quality service through the implementation of CBM's standards for: branding, messaging, communication standards and materials
- Collaborate in various online activities (social, media, website, etc.)
- Ensure that the visibility and brand of CBM AFWC is enhanced by clear and concise communication
- Encourage a positive team-focused working environment by setting standards for good communication in line with CBM's core values
- Coordinate AFWC field structures' reporting to internal and external parties

Skills and Experience

- A Master's degree in development communication, mass communication, marketing or related training in advertising
- At least 5 years of relevant work experience, preferably in the development field
- Media relations experience in the field of international development
- Personal credibility and excellent representation and diplomacy skills with experience in establishing alliances with relevant institutions (governments, governmental agencies, partner organisations etc.)
- Knowledge and understanding of disability-inclusive development
- Professional experience in the conception and management of brand communication
- Highly organised, flexible and self-directed ability to deliver outstanding and effective oral and written communication
- Ability to research, analyse data and provide recommendations
- Working knowledge of printing and producing processes in accessible multimedia formats
- Strong IT and Adobe Photoshop and other desktop publishing software skills desirable
- Ability and willingness to work long hours and to travel to security challenged areas as required
- Prior experience within the west and central Africa region

- Professional proficiency in English and French
- Candidates must have the right to work in either Togo, Côte d'Ivoire or Cameroon

Meta Fields