



TERMS OF REFERENCE

Position title:	Communication and Media Specialist
Duration:	One year (extendable to two years)
Location:	Accra
Start date:	As soon as possible

About the Green Africa Youth Organisation (GAYO)

[Green Africa Youth Organization \(GAYO\)](#), is a youth-led gender-balanced organization. Founded in the year 2014 as a student group at the University of Cape Coast, we have grown to become a credible organization with our impact spanning across Ghana and sub-Saharan Africa (SSA). Following our success in advocating against a government of Ghana proposed coal-fired power plant in 2015, we have partnered with many local and international organizations to support global advocacy on climate action. Through this, we are recognized as a significant stakeholder to many international climate processes within the United Nations. In 2019, GAYO's team led the first global report on Youth and Climate Adaptation which was commissioned by the Global Center on Adaptation (GCA) in Rotterdam. GAYO also led the side event on "Sustainable Waste Management" during the UN Youth Climate Summit. Over the past 3 years, GAYO has engaged as a stakeholder on youth engagement in climate adaptation, disaster risk reduction and circular economy at the annual UN conference on climate change (COP).

GAYO is dedicated to raising awareness, educating and building the capacity of different stakeholders to adopt sustainable environmental practices that satisfy the needs of the present generation without compromising the ability of future generations to have a good quality of life. To achieve its objective, GAYO works with various institutions and multiple levels of governance to implement Circular Economy, Disaster Risk Reduction and Climate Change projects that provide jobs and better environmental conditions for all.

Position Description

Green Africa Youth Organisation (GAYO) seeks to hire a Communications and Media Specialist to oversee the organization's communication needs by providing specialist advice including communications, media relations, social/digital media, brand alignment, multi-media productions, community, corporate and employee engagement, developing and implementing strategic communications for both internal and external audiences. The Communication Specialist will be required to produce striking project reports, captivating visuals and promotional products for on-going projects and future projects. As the Communication and Media Specialist, you will be the



focal person at the organisation to achieve brand consistency, content and message coordination, and the highest standards for internal and external communications.

Primary Responsibilities

Communications

- Lead the development and implementation of communication and visibility strategies and plans for all projects and across the organisation.
- Ensure and maintain high quality and innovative knowledge products such as policy briefs or newsletters, along with ensuring branding policies for various projects are respected.
- Drafting, editing and revision of communication materials and knowledge products such as flyers, including graphic design and lay-outs, and where required, overview engagement of external service providers.
- Delivering marketing communication services and strategically positioning GAYO's projects in events, websites and the media.
- Identify channels for communicating key messages, including social media and other communications platforms.
- Developing and managing the social media strategy and plan including monitoring, community engagement, and updating GAYO's social media platforms with timely content.
- Leverage on conferences, workshops and events to profile GAYO and its projects.

Content development and website management

- You will lead in gathering or developing engaging visual and written material to effectively communicate GAYO's work to a wide range of audiences.
- Manage the website of GAYO and ensure it is up-to-date, with publication of regular project updates, relevant publications and stories from the communities where we operate. This includes content writing, editing, and proofreading.
- Lead in the development of organizational publications including annual reports, magazines, brochures, leaflets, newsletters, etc.
- Drafting of compelling human interest stories, blogs and press releases that inform the world of GAYO's activities.
- Support with awareness raising interventions, event management, photography, media management (meaning management of media relations, press coverage, press reviews etc).
- Manage production (including lay outing and editing) of high quality publications and key communications materials including annual reports, newsletters, brochures etc.

Knowledge management



- Support advocacy initiatives and profiling of GAYO's work in the Climate Change, Circular Economy space while determining strategic communications methodologies to disseminate the success stories, and achievements of the organisation.

REQUIRED SKILLS AND QUALIFICATIONS

Education

- A university degree in communications, marketing, journalism, public relations, development studies or other related studies.

Qualifications

- A minimum of two-years working experience as a marketing/communication officer or any other related positions.
- Demonstrate excellent ability to write and communicate orally with accuracy and professionalism.
- Basic multimedia skills: photography, videography including editing skills;
- Strong graphic design skills, knowledge of Adobe package (InDesign, Photoshop, AI, premier pro) an asset.
- Demonstrated experience with social media and other multimedia tools to position and promote communications activities (Twitter, LinkedIn, Facebook, YouTube, Instagram, etc.)
- Hands-on experience with web content creation and management tools like WordPress or any other content management system.
- Excellent networking and negotiation skills

Language Requirement

- Demonstrated high proficiency in English (reading, writing and speaking). Working knowledge in French is an asset.

Terms and Conditions

1. The position will start once a suitable applicant is identified.
2. 3-months' probation period.
3. Working hours: 40 per week (full time) and possibly weekends for events.
4. Paid leave: 21 days
5. Working language: English



Remuneration

The position attracts competitive salary commensurate with relevant qualification and working experience. However, please state your preferred range of salary in your cover letter.

How to apply

1. Please apply via email to info@greenafricayouth.com with “Communication and Media Officer- GAYO” as the subject line.
2. Your application package should consist of: a one-page cover letter stating your interest in the role and highlighting your relevant achievements in relation to the role and a recent CV - all these merged into one single PDF. Not more than 5 MB in size
3. Indicate the possible start date in your application.

Equal Opportunity and Employment Policy

GAYOs’ hiring policy is geared to ensure that the organization hires employees without regard to their race, color, religion, tribe, citizenship, age, gender, marital status, socio economic background or sexual orientation. GAYO’s policy is that applicants for employment and career progression are considered solely on the basis of their relevant qualifications and competencies. Note: GAYO shall only contact applicants shortlisted for this position. If you do not receive any feedback from GAYO, it means you were not successful for this particular position, however, we would recommend regularly checking our website or social media channels for opportunities we continually make available. Thank you.

Application Deadline: Until a suitable applicant is found.