JOB DESCRIPTION
Communications & Digital Platforms Officer

<table>
<thead>
<tr>
<th>Role</th>
<th>Communications &amp; Digital Platforms Officer</th>
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<tbody>
<tr>
<td>Responsible for</td>
<td>Communications &amp; Digital Platforms Officer works closely with the Network Coordinator and project team in driving publicity and managing communications and communication platforms for WADEMOS and its partners.</td>
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<tr>
<td>Location</td>
<td>Ghana</td>
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<td>Reports to</td>
<td>Network Coordinator</td>
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<tr>
<td>Works with</td>
<td>Project team, and WADEMOS partners</td>
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<tr>
<td>Duration</td>
<td>3 years</td>
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Institution Overview

West Africa Democracy Solidarity Network “WADEMOS”

WADEMOS is a transnational West Africa democracy solidarity network established by the Ghana Center for Democratic Development (CDD-Ghana) as one of the Center’s regional projects to mobilize, coordinate, and leverage the collective power of pro-democracy actors, resources, and opportunities within the region, including engagements with regional bodies and instruments, to push back democratic erosion and advance, defend, and reinvigorate democratic norms and reforms in the Sub-region. It aims to build and sustain solidarity with civil society, media, social movements including women and youth-led activists and organizations to promote freedoms and civil liberties, rule of law and constitutionalism, gender, peace, and security, and respond effectively to the urgent problem of democratic backsliding in the ECOWAS region. The WADEMOS secretariat also known as the Project Management Unit (PMU) is located at CDD-Ghana’s office in Accra, Ghana.

Role Overview

The Communications & Digital Platforms Officer is responsible for ensuring the effective and timely dissemination of project findings through new formats, technologies, audiences, platforms, etc. He/she must effectively demonstrate how WADEMOS data and project findings are used to shape policy or strategy and support in building capacity among stakeholders/potential users in data analysis and use, including online data analysis tools.

Main Duties and Responsibilities

Core Function 1 – Communication Management

- Strategic Communications
  - Lead the implementation of WADEMOS’ communications’ strategy and activities
  - Work with Partners and team members to develop and implement dissemination and media engagement strategies.
  - Ensure adherence to the brand and identity guide of WADEMOS
• **Content Development**
  - Draft, edit, and review written materials such as press releases, speeches, blog posts, newsletters, reports, and other publications as needed for partners and programs.
  - Manage the development and revision of website and social media content

• **Programming**
  - Support Partners to plan, organize and manage their outreach projects, as well as prepare for dissemination events

• **Capacity Building & Support**
  - Work with Partners and team members to build their public speaking and communications skills
  - Assist Partners to incorporate social media in their operations

• **Digital & Social Media Management**
  - Promote Partners presentations, events, and media interviews and programs on WADEMOS digital platforms.
  - Keep the WADEMOS website and social media platforms regularly updated.
  - Keep up-to-date on communications and digital industry standards and trends

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**Core Function 2 – Media Relations**

- Initiate, build and maintain relationships with journalists, civil society, and governance organizations
- Lead press strategy and outreach to maintain and expand WADEMOS’ visibility
- Monitor media outlets within the WADEMOS community for news that relates to the Organization and prepare reports (weekly, monthly, quarterly, and annually) to inform strategy
- Create and execute outreach and other projects to keep generating coverage for WADEMOS following the close of official disseminations

**Core Function 3 - Monitoring and Evaluation**

- Ensure all WADEMOS communications-related M&E is captured and reported
- Help maintain dissemination, press releases, and report calendars
- Analyze the effectiveness of Partners’ work in communications to assess the need for coaching and follow-up

**Core Function 4 - Stakeholder Management and Partnership Building**

- Proactively identify opportunities for WADEMOS and its Partners to:
  - Inject data into emerging and ongoing democracy and governance debates by tracking current events in partner countries, engaging with relevant policy actors and media, etc. (e.g., “hot” issues in network countries, international/national observances, platforms for engagement with key regional bodies, government officials, media leaders, civil society organizations working in relevant areas)
  - Build and strengthen partnerships with stakeholders, policy actors, and potential donors at local, national, regional, continental, and global levels.

**Core Function 5 - Duties and responsibilities to the Center for Democratic Development (CDD-Ghana)**

- Contribute to publications and provide editorial support to CDD-Ghana
- Provide media representations on behalf of the CDD-Ghana
- Help strengthen the CDD-Ghana’s social media presence
- Provide communication support to specific projects
- Follow all CDD-Ghana protocols

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**Selection Criteria**

**Minimum experience, knowledge & skills**
• Bachelor’s degree in Social Sciences and preferably postgraduate studies or degree in Journalism/Communications/Public Relations

• At least five (5) years of related work experience, or a combination of education and experience that would provide for the following knowledge, skills, and abilities:
  o Experience in networking with policymakers such as Members of Parliament (MPs) and bureaucrats.
  o Experience developing and implementing communications strategies
  o Thorough knowledge of media relations strategies
  o Thorough knowledge of digital, electronic, and print media systems

• Strong interpersonal and communications skills and demonstrated ability to work in a multinational environment are essential

• Excellent written and verbal communication skills

• Skills in quantitative data analysis is desirable

• Demonstrated capacity to continuously develop knowledge and skills related to the use of new digital technology

• Strong time management skills

• Ability to handle multiple “priority” activities and set and meet deadlines, and use communications skills to ensure that Partners and senior leaders do the same

• Must have demonstrated ability to manage own work with minimal supervision

• Skilled in the use of Microsoft Office Suite; G-suite; experience with Final Cut Pro or other video editing software is an advantage but not required.

• Experience with Twitter, Facebook, and other social media platforms

• The ability to communicate (written and spoken) fluently in English and French is required

• Willingness to travel across the West African region, and occasionally beyond, regularly

Desirable

• West African citizenship or heritage

• Knowledge of the West Africa Sub-region

• Multilingual, ideally fluent English and French

The main duties and responsibilities, person specifications, and the technical/functional competencies that are included here are not intended as an exhaustive list of all functions, responsibilities, skills, and abilities pertinent to the post. Additional functions may be assigned as circumstances require.