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>Driving publicity and managing communications and communication platforms for WADEMOS and its partners.</td>
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<tr>
<td>Location</td>
<td>Accra, Ghana</td>
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<tr>
<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 one of the regional projects of the Ghana Center for Democratic Development (CDD-Ghana), a civil society organization dedicated to promoting and strengthening democracy, good governance, and inclusive development, through research, analysis, education, and advocacy. Conceived as a transnational democracy solidarity network, WADEMOS aims to mobilize, coordinate, and leverage the collective power of civil society and other pro-democracy actors, resources, and opportunities within the West African region to advance, defend, and reinvigorate democracy and promote democratic norms and reforms in the sub-region, including through engagement with regional institutions and instruments. WADEMOS seeks, among other things, to build and sustain solidarity within civil society, media, and social movements, including women and youth-led activists and organizations, to respond effectively to the urgent problem of democratic backsliding in the ECOWAS region. The Project Management Unit (PMU) or secretariat of WADEMOS is located at CDD-Ghana’s office in Accra, Ghana.

Role Overview

The Communications & Digital Platforms Officer is responsible for the development and implementation of all aspects of the project’s communications, including the effective and timely dissemination of project activities, programs, data, and events through diverse media, formats, technologies, and platforms.

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
Selection Criteria

Minimum experience, knowledge & skills

- Bachelor’s degree in the Social Sciences; preferably a postgraduate degree in Journalism/Communications/Public Relations or Marketing
- 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:
  - Experience working with legislatures or other national or regional policymaking bodies.
  - Experience developing and implementing communications strategies
  - Thorough knowledge of media relations strategies
  - Thorough knowledge of digital, electronic, and print media systems
- Ability to communicate (written and spoken) fluently in English and French is required
- 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
- Excellent 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
- Willingness to travel in the West African region

Desirable

- Citizenship of or experience living in a West African country
- Knowledge of the West Africa sub-region

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.