

JOB PROFILE

Job title	Communications Manager - HEALA
Main purpose of job	This position serves as the Communications Manager for the HEALA coalition located within the Rural Health Advocacy Project (RHAP). The Communications Manager will work in close collaboration with the HEALA Programme Manager and HEALA team to ensure the implementation of HEALA's communication strategy and to develop, implement, monitor and evaluate communications to support HEALA's primary policy advocacy campaigns.
Syndicate/ Department	Rural Health Advocacy Project
Location	Rosebank
Required minimum education and training	A bachelor's degree or equivalent in communications, marketing, journalism or a similar field.
Professional body registration	Not applicable
Required minimum work experience	At least five years' experience in journalism or communications; experience in health communications or covering health is a strong advantage.
Desirable additional education, work experience and personal abilities	<ul style="list-style-type: none"> • Fluent written and spoken English as well as one other South Africa language. • Ability to perform work with a high level of attention to detail and accuracy. • Self-starter with the ability to problem-solve independently and prioritise tasks in a fast-paced advocacy environment. • Sound knowledge of the South African media sector, including news production cycles and outlets. • Proven ability to identify news pegs or new story angles or help clients to identify opportunities for messaging. • Basic knowledge of social media and website metrics, including Twitter and Facebook. • Experience with web content management systems. Past experience with newsletter delivery systems such as Mailchimp is a plus. • Proven ability to translate health and/or scientific research jargon into easy-to-understand language; experience in helping researchers and experts do the same is an added advantage. • Excellent oral and written communications skills, including the ability to communicate about complex issues in sensitive and compelling ways. • Self-starter with the ability to manage multiple projects simultaneously. • Highly organized with the ability to work independently. • Willingness to travel nationally or internationally as needed Must be an organised self-starter who can work well independently and as a team member. • Good interpersonal skills and ability to work/connect with diverse culture/contexts. • Ability to travel nationally when required Experience in the health field is an added advantage but is not required. • Sincere commitment to social justice and health equity.
Demands of the job	Overtime and travelling to rural areas from time-to-time.

Communications and relationships	Ability to think strategically, handle ambiguity, and problem solve in a fast-paced, limited-structure, multicultural environment. Exceptional communication skills and the ability to convey information to various audiences, including a range of cultures and international partners, donors and NGOs
Date described	January 2022

KEY PERFORMANCE AREA				
NO.	DESCRIPTION OF TASKS	INPUT (EQUIPMENT/METHODS USED)	OUTPUT (EXPECTED RESULTS)	COMPETENCIES REQUIRED
1.	Design, write and edit advocacy communications materials for the HEALA coalition & specific policy advocacy campaigns	<ul style="list-style-type: none"> • Conceptualise, write and edit advocacy materials, including information briefs, press releases and opinion pieces • Manage external consultants to provide inputs into these or draft initial content as needed • Capture, document and share programme learnings with donors, coalition partners and expert audiences • In general, support programme staff with writing, editing and designing publications and tools (e.g. presentations, reports, factsheets, policy papers and abstracts) 	<ul style="list-style-type: none"> • HEALA communications plan implemented, monitored and maintained • HEALA specific policy advocacy communication campaigns implemented, monitored, evaluated and revised • Materials developed • Content development/approval system in place & utilised 	<ul style="list-style-type: none"> • Strong written, verbal and editing skills • Attention to detail • Organised self-starter • Strong interpersonal skills and ability to work/connect with diverse culture/context
2.	Digital platforms	<ul style="list-style-type: none"> • Regularly create, post and manage a variety of content for HEALA's various social media channels, this includes referring community queries — when appropriate — to HEALA experts for responses. • Coordinate the redesign of the HEALA website and ensure that content is updated regularly • Obtain input and seek feedback from internal stakeholders to ensure information for the website, newsletters and digital platforms is relevant, accurate and up-to-date • Use platforms such as MailChimp and WordPress to distribute this content, conducting targeted media outreach when needed 	<ul style="list-style-type: none"> • Develop and implement HEALA's social media strategy • Build and maintain HEALA's social media presence • Obtain input from internal stakeholders to ensure information is relevant, accurate and up-to-date • Oversee the monitoring of social media coverage and set up systems to track coverage • Increased social media via twitter/FB/LinkedIn • Timely resolution of queries and questions 	<ul style="list-style-type: none"> • Attention to detail • Social listening skills • Flexible and adaptable • Understanding of different audiences and considerations regarding tailoring content • Proficiency using Facebook, Twitter and Instagram • Proficiency using graphic design software

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		<ul style="list-style-type: none"> Work with HEALA consultants to increase social media interactions and, when needed, develop hyper-local content for targeted audiences Collect platform metrics monthly for donor reporting and to inform HEALA communications strategies 		
3.	Facilitate effective communication within the HEALA coalition and with external stakeholders	<ul style="list-style-type: none"> Design and implement a regular newsletter to coalition members & regular updates for campaign supporters Develop and maintain distribution lists so that audiences are segmented Use platforms such as MailChimp and WordPress to distribute this content, conducting targeted media outreach when needed 	<ul style="list-style-type: none"> Regular communications sent to designated audiences Bi-monthly newsletter Constructive feedback from stakeholders Appropriate distribution lists developed and managed 	<ul style="list-style-type: none"> Attention to detail Proficiency in email distribution software, e.g. Mailchimp Organised Communication skills (verbal and written) Creative computer skills Organised Project management. Strong internal and external relationship skills
4.	Build and maintain relationships with the media	<ul style="list-style-type: none"> Develop and implement a proactive media strategy where possible Build relationships with the media by responding timeously to media queries Obtain input from internal stakeholders to ensure information is relevant accurate and up-to-date Oversee the monitoring of media coverage and set up systems to keep records thereof 	<ul style="list-style-type: none"> Increased media coverage Timeous and relevant media coverage/posts Strong brand Timely resolution of queries and questions 	<ul style="list-style-type: none"> Strong written, verbal and editing skills Attention to detail Organised self-starter Strong interpersonal skills and ability to work/connect with diverse culture/contexts
6.	Oversee event management	<ul style="list-style-type: none"> Periodically coordinate trainings, webinars and other public events 	<ul style="list-style-type: none"> Events well-organised and documented 	<ul style="list-style-type: none"> Attention to detail Organised self-starter

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		<ul style="list-style-type: none"> Support field staff in organising community outreach/advocacy events 		<ul style="list-style-type: none"> Strong interpersonal skills and ability to work/connect with diverse culture/contexts
9.	Effective self-management and performance ownership	<ul style="list-style-type: none"> Take ownership and accountability for tasks and demonstrates effective self-management Follow through to ensure that quality and productivity standards of own work are consistently and accurately maintained Maintain a positive attitude and respond openly to feedback Take ownership for driving own career development by participating and attending ongoing training and development activities such as workshops, forums, conferences etc. 	<ul style="list-style-type: none"> Tasks prioritised and resources appropriately assigned Deadlines met Feedback accepted and pro-actively attended to Continuously develop own skills and knowledge and apply it within the workplace 	

ROLE DEFINITION	NAME AND SURNAME	SIGNATURE	DATE
Agreed by job holder			
Agreed by manager			