



EAST AFRICAN BUSINESS COUNCIL

COMMUNICATIONS OFFICER

The EABC, the regional apex body for private sector associations and corporate members, was founded in 1997 and now has 157 members. EABC's mission is to represent and promote the interests of the EAC business community; provide value added services that create new business opportunities, enhance global competitiveness of EAC businesses, and actively influence government policies to improve the business environment.

EABC has positioned itself as a privileged policy dialogue partner and now aims to build on its achievements by recruiting a **COMMUNICATIONS OFFICER**.

To be based at the EABC Offices in Arusha, Tanzania, the Communication Officer will have the following key responsibilities:

KEY RESPONSIBILITIES:

Reporting to the Executive Director, the Communications Officer will have the overall responsibility of spearheading the implementation of EABC's Communication Strategy and coordinating all media and communication activities. Specifically, the Communications Officer will undertake the following:

1. Lead in all Media Communication:

- Develop and maintain strong working relationships with the media, including local and regional newspapers, leading trade magazines, radio and TV in all the 5 EAC Partner States
- Arrange media briefings, photography and media attendance at EABC events.
- Develop social media content as necessary
- Track, measure and report media coverage and earned media results to internal and external stakeholders through all sources including
- Assist in coordinating all external PR activities as appropriate.
- Organise the annual Media Summit and EAC Media Awards in collaboration with EAC Secretariat
- Develop media training programs

2. Lead in all Member Communication:

- Working with the Policy and Advocacy department, write, proof and/or edit copy for any Policy and trade briefs, articles, blogs etc
- Maintain a regularly updated and interactive website that will serve as portal for members for all relevant, trade, business and organisation information.
- Maintain a monthly e-newsletter to Members
- Prepare the quarterly EABC Magazine ensuring that its content is accurate and relevant to the targeted audience. This will include identifying and securing suitable and credible content

contributors.

- Responsible for the development, structure and content for annual report.
- Working with its publisher, assist in preparing the annual East Africa Business Directory.
- Working with the Membership Development & Services Officer, prepare and distribute member surveys and collate and distribute summary results.

3. Internal Communication:

- Proof, edit and support content development for all internal departments, including speeches, presentations, Concept notes as needed
- Working with relevant departments, develop advocacy campaigns on key issues of interest to Members.
- Develop internal communication policies and tools like brochures, flyers and other branding materials
- Liaise with relevant departments with regards to budgets / resources etc

4. Perform any other duties necessary to communicate the right message to EABC's various publics that may be as assigned by the management.

REQUIRED COMPETENCIES & QUALIFICATIONS:

In order to perform the required tasks effectively, the candidate should have the following key competences:

Communicating with others – You speak and write clearly and in a persuasive and compelling manner to different publics. Additionally, you are able to identify key EABC stakeholders, listen to them, correctly interpret their messages and respond appropriately.

Analysis and use of information: - You have the requisite skills to assess and correctly interpret information in order to identify areas of interest for EABC Members and stakeholders.

Planning and Organizing: - including developing clear goals that are consistent with agreed organisational objectives; identifying priority activities and assignments; and is conscientious and efficient in meeting commitments, observing deadlines and achieving results

Teamwork: - You work collaboratively with colleagues to achieve EABC's objectives; you are able to work in a multicultural environment with diverse groups of stakeholders.

REQUIRED QUALIFICATIONS:

Academic: A first degree in Communications, Business, Marketing, Journalism or any other relevant field is required.

Work Experience: - A minimum of three years progressive experience in communication is a must. Experience in working with Business Membership Organisations; civil society and other advocacy bodies; and knowledge of the EAC integration issues and private sector priorities are key assets.

IT Skills: - A lot of the EABC Communication is electronic. Proven experience in desktop publishing and graphic design; experience using Adobe Creative Suite (InDesign, PhotoShop, Illustrator) and ability to work with a proprietary Content Management System (CMS) is a must. Knowledge of all

other Microsoft office programs is required.

Languages: - English is the main EAC working language. Fluency in oral and written English is required. Knowledge of French and Kiswahili will be an advantage.

Nationality: - This position is only open to nationals of EAC Partner States – Burundi, Kenya, Rwanda, Tanzania and Uganda.

HOW TO APPLY:

Applicants should submit their application, clearly indicating how they meet the requirements of the position, plus a detailed CV, stating their current position, remuneration, email and telephone contacts and 3 references

Your application should be sent via email to recruitment@eabc-online.com; to reach EABC **by Friday, 27th January 2012**. Interviews for the position will be held on Thursday, 9th February 2012. Only shortlisted candidates will be contacted for interviews.

EABC is an equal opportunity employer. Recruitment is done on merit and with no regard to one's nationality, religion, race or creed.