



VACANCY ANNOUNCEMENT:

POST: COMMUNICATION AND MARKETING OFFICER- WeMAST

SASSCAL invites applications for the position of **COMMUNICATION & MARKETING OFFICER** for the Wetland Monitoring and Assessment Service for Transboundary Basins in Southern Africa (**WeMAST**) project, the duty station will be in Windhoek, Namibia. WeMAST is co-funded by the African Union and the European Union, under the Global Monitoring for Environment and Security and Africa (GMES) Programme.

Reporting to the Executive Director, the Communication & Marketing Officer will manage the communication and marketing functions for the WeMAST project and other communications within SASSCAL such as Annual Report and Management reports. The Communication and Marketing Officer will support the development of established relevant and acceptable institutional agreements on Earth Observation (EO) data and information access and knowledge sharing. In addition, the Communication & Marketing Officer will ultimately develop a gender sensitive communication strategy and various communication and marketing materials to raise awareness and effectively promote the utilisation and uptake of WEMAST, thus strengthening engagement with regional and national institutions to ensure usage of WEMAST EO-based products and services in decision making (policy coherence and harmonization).

Major Responsibilities:

- Develop a gender sensitive communication strategy to address WeMAST's public information and communication needs.
- Promote WeMAST's products & services and enhance stakeholder and community relations.
- Liaise with Heads of Directorates at Regional and National Offices, WeMAST Technical partners & associates to gather information on their activities. Establish relevant institutional agreements on EO-based data access and sharing.
- Establish (and enhance) a clear local, regional, and continental engagement strategy with relevant stakeholders.
- Engage and promote local, regional, and continental usage of GMES services in policy and inclusion of EO into decision making processes.
- Engage national, regional and continental institution.
- Engage with private sectors to encourage innovative downstream services.
- Build synergies with stakeholders and GMES & Africa Consortia (cross fertilization) on the best use and adoption of the WeMAST Services and Products.
- Gather information on the activities of researchers, edit, and direct the production and distribution of informational materials to WeMAST's stakeholders.

- Prepare program materials such as speeches, texts, scripts, brochures, banners and activity schedules.
- Supervise the production of press kits and arrange for print and electronic media coverage for WeMAST's special events.
- Plan, design and create project communication/awareness materials including project briefs, videos, news articles, press releases, reports and official announcements.
- Arrange press conferences and radio and television interviews for appropriate staff in SASSCAL officials.
- Establish and maintain liaison with representatives of news media to ensure press coverage of WeMAST's events
- Plan and manage the publication of all publicity material to maximise the visibility of WeMAST products & services.
- Develop annual marketing plans that show innovative ways of communicating of WeMAST products & services to its target end users.
- Evaluate the effectiveness of all WeMAST marketing activities.
- Plan, develop and deliver campaigns as agreed within approved timescales.
- Manage and update project website
- Develop contents for social media platforms
- Supporting the Team leader and the Executive Director in organizing and participating in promotional presentations.

Minimum educational qualification:

A Bachelor's Degree in Communications, Public Relations, Marketing or Journalism.

A post graduate qualification in the above or related fields would be a plus.

A post graduate qualification in science communication or experience in working in science institution is mandatory.

Must have knowledge in;

- Communications principles and practices used in the preparation and dissemination of informational and promotional materials in all types of media.
- Modern journalistic principles and practices.
- Speech writing techniques, including data compilation, research and preparation of final drafts and practices and techniques of writing promotional and informational materials.

Minimum experience required:

- Three (3) years of relevant professional experience in communications and/or marketing practice.
- Excellent written and oral communication skills in English language (Portuguese/French would be an added advantage).
- A qualification in Graphics Design will be an added advantage.

Special requirements:

Ability to work effectively under pressure. Ability to maintain pleasant working relationships with individuals of different national and cultural backgrounds. Willingness to travel extensively in the region. Experience in similar position with international organizations is preferred. Ability to establish and maintain effective working relationships with associates, the public, local civic and business officials, and representatives of radio and television media and the press.

APPLICATION PROCESS:

- The deadline for applications is **17th June 2022**.
- Applicants should send a cover letter and a CV with details of relevant experience and three traceable referees.
- Applications should be sent to:

The Executive Director, Dr. Jane Olwoch
SASSCAL Regional Secretariat
28 Robert Mugabe Avenue (Corner of Robert Mugabe and Newton Street)
P. O. Box 87292
Windhoek
E-mail: hr@sasscal.org

Please note that only short-listed applicants will be notified by the **31st August 2022**.

For further information, please visit <http://gmes-geoportal.sasscal.org/#/>
