

## Junior Expert (JE) Job description

Function Code: UGA.2304

### I. DESCRIPTIVE PART OF THE JOB

<b>Application date</b>	27/02/23
<b>Job title</b>	Junior Expert in <b>Communication for Development (C4D)</b> <i>(ex: digitalisation, gender, etc.)</i>
<b>Junior Expert</b>	<i>To check the box, double click on the right, choose properties. Select 'checkbox enabled by default' and validate with OK.</i>  <input checked="" type="checkbox"/> European <input type="checkbox"/> National
<b>Main job domain (sector of activity)</b>	<i>(ex: justice, agriculture, etc.)</i> Agricultural Food System
<b>Job holder (name of JE)</b> <i>(to be filled in after the selection of JE)</i>	
<b>Job holder's (JE's) Signature + date</b> <i>(to be filled in after the selection of JE)</i>	

General information			
<b>Enabel or NGA Project/programme</b>	<input type="checkbox"/> Enabel	<b>If Enabel : Navision code</b>	
	<input checked="" type="checkbox"/> NGA	<b>If NGA : NGA name</b>	Rikolto Uganda
<b>Full denomination of the project/programme</b>	<p>As an outcome of our 5-year sustainable rice programme (Jan 2022-Dec 2026), we wish to see that the rice sector in Uganda is more resilient, sustainable, and inclusive, contributing to a living income for producers and agri-business entrepreneurs, including women and youth, while increasing the availability of sustainably produced food products on the market. The programme has three strategic pillars i.e. sustainable rice cultivation (pillar 1); market inclusion (pillar 2); and enabling environment (pillar 3).</p> <p>Under pillar 2 (Market inclusion from the perspective of producers and consumers respectively), we believe that consumers will engage in the consumption of sustainably produced rice when our communications team support market actors (processors and retailers) that are part of our Healthy Rice Initiative (HRI) to design effective communication strategies targeting mainstream consumers.</p>		
<b>Project/programme 's location</b>	Uganda		
<b>Duty station of supervisor</b>	Kampala	<b>Duty station of JE</b>	Kampala
<b>JE will be assigned to</b>	<input checked="" type="checkbox"/> Project/programme		<input type="checkbox"/> Representation (Enabel)/Country Office (NGA)
<b>Project duration (dd/mm/yy)</b>	<b>Start date:</b>	Jan 2022	<b>Expected starting date for the job (dd/mm/yy):</b> 1 <sup>st</sup> October 2023
	<b>End date :</b>	Dec 2026	
<b>Requested JE contract duration</b>	<input type="checkbox"/> 1 year		<input checked="" type="checkbox"/> 1 year with possible extension

<p>1. Context of project 2. Objectives of project 3. Beneficiaries of project 4. Main activities of project</p>	<p><b>1. Context</b></p> <p>Rice will continue to be an important food and cash crop in Uganda. It is grown in several parts of the country by over 100,000 small- to medium-scale farmers, small-scale farmers with less than 2 hectares (MAAIF, 2019). The rice sector is characterised by low productivity, excessive use of chemical inputs, lack of infrastructure, and application of practices which contribute to environmental impacts. Local rice is not competitive against imported rice and sustainably-grown and healthy rice are not available for the mainstream consumers.</p> <p>The increased consumption of rice in non-traditional rice growing areas has created demand which in turn has rejuvenated production. The expansion of rice production by small-holder rice farmers over the last 15 years has led to significant parts of wetlands in Eastern and Northern Uganda being converted into paddy fields, resulting in greenhouse gas, water, and biodiversity stress (GoU, 2016). The Ministry of Water and Environment (MWE) is currently in the process of demarcating the different wetlands, including those that have been encroached by rice growers. The exercise is aimed at protecting the remaining wetlands. Over the next 5 years (2022-2026), Rikolto is partnering with other stakeholders to support government's efforts of protecting the remaining wetlands.</p> <p><b>2. Objectives of the project</b></p> <p>Main objective: To ensure that the rice sector in Uganda is more resilient, sustainable, and inclusive providing a living income for producers and agri-business entrepreneurs, including women and youth, while increasing the availability of sustainably produced food products on the market and reducing the environmental impacts.</p> <p><b>Specific objectives:</b></p> <ol style="list-style-type: none"> <li>1. To sustainably increase crop productivity</li> <li>2. To enhance farmer access to markets by <b>influencing the eating habits of consumers</b></li> <li>3. To influence public and profit sector policy in favour of sustainable production and consumption</li> </ol> <p><b>3. Beneficiaries of the project:</b></p> <ol style="list-style-type: none"> <li>1. 8,750 rice farmers (min. 3,568 female and 3,400 youth). They will benefit directly from training on more sustainable rice cultivation practices and from policy changes</li> <li>2. <b>312,500 consumers will have access to affordable, sustainable and healthy rice under this project</b></li> <li>3. Rice value chain actors including 91,250 smallholder rice farmers nation-wide, SMEs, off-takers, and other service providers like financial institutions will benefit from policy changes as a result of the project.</li> </ol> <p><b>4. Main activities of the project:</b></p> <p>Objective 1:</p> <ul style="list-style-type: none"> <li>- Train and coach 13 farmer organizations on the Sustainable Rice Platform (SRP) Standards and climate-smart rice farming methods</li> <li>- Train 120 public extension workers country-wide on SRP</li> </ul>
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	<ul style="list-style-type: none"> <li>- Build the capacity of min. 90 food system entrepreneurs to develop BDS, including SRP assurance, Internal Control System (ICS), and financial services</li> <li>- Generate convincing evidence on the profitability of SRP rice production for rice farmers to influence more farmers to cultivate their rice sustainably</li> <li>- Strengthen the capacity of farmer organizations in business and management</li> </ul> <p>Objective 2:</p> <ul style="list-style-type: none"> <li>- Broker long-term contract farming agreements between farmer organizations and buying companies</li> <li>- Facilitate youth to deliver innovative services in the rice value chain and to link youth entrepreneurs to incubation programs for coaching and mentorship</li> <li>- Share convincing evidence on the profitability of SRP verified rice with processing companies and retailers to influence their sourcing policies</li> <li>- <b>Design effective communication strategies for and with processors and retailers under the Healthy Rice Initiative of Rikolto to influence the eating habits of consumers</b></li> </ul> <p>Objective 3</p> <ul style="list-style-type: none"> <li>- Prepare evidence-based policy proposals to influence rice-related policies of government and private sector</li> <li>- Engage with financial institutions to convince them to include sustainable or climate financing requirements into their loan terms</li> </ul>
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<b>Position of the JE within the organisation</b>	
<i>The JE depends hierarchically on the supervisor (N+1). Besides the supervisor, one or more resource persons for technical support of the JE may be appointed in case the supervisor does not have the same technical background as the JE. If this person is already identified, please indicate below.</i>	
<b>Supervisor's name, job title &amp; background (N+1)</b>	John Ereng, Regional Rice Programme Director. John is a trained graduate in natural resource management with over 20 years' work experience in the field of agriculture and environmental conservation. As the regional rice programme Director, he has overseen the establishment, and expansion of Sustainable Rice Platform (SRP) Standard pilots in public and privately-owned rice irrigation schemes in Uganda, and Tanzania respectively, and continues to lead the campaign to interest other public (Government and Non-governmental Organizations) and private sector actors to adopt the use of the SRP Standard. John is also actively involved in exploring different ways (including eco-credit mechanism, carbon markets, ...) to incentivize farmers to adopt sustainable and regenerative farming practices, as well as consumers to consume sustainably-produced foods.
<b>Resource person(s) for technical support's name, job title &amp; background</b>	Moses Kalende, the Rikolto in Uganda Rice Programme Coordinator, will be the resource person for programme related issues, <b>while David Minja, the Regional Communication Officer, will be the resource person for communication issues.</b>
<b>For Enabel JE, the follow-up will be assured by a Junior Programme Project Officer.</b>	

<b>For NGA JE: name &amp; job title of the contact person from NGA headquarters that will assure the follow-up</b>	Els Eeckhout: People and Organization Manager at Rikolto's Global Support Team
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<b>JE – Job description</b>
<b>Job objective</b>
<i>Explain in one concise sentence the purpose of the job. What real need does this job fulfil? What's the added value of the job?</i>
<b>Design and develop effective project communication strategies and materials, particularly on the project evidence and on influencing consumers' preference to consume healthy rice in collaboration with rice processors and retailers under the "Healthy Rice Initiative".</b>

<b>Result areas</b>		
<i>Give the most important results to be achieved in the job. Limit yourself to stable, permanent job elements. Start with the most important ones and work your way down. Select a maximum of 5 to 6 result areas.</i>		
<i>Please consider the following for each result area: Why does the JE do this job? What will be his/her share of responsibility? What must (s)he achieve (objective)? Then list the activities that are to be performed to achieve the result. Ultimately list the final and tangible products that the JE is to produce. Please also indicate for each responsibility the importance (percentage of time) at a scale of 100.</i>		
<i>Please find an <a href="#">example here</a> and start completing from the case <i>Result Area n° 1</i> below.</i>		
<b>Result area n°</b>		<b>Time in % :</b>
		50 %
<b>JE's role</b> [as...]	As trainer	
<b>JE's responsibility</b>	On the level of the project, help the colleagues in the data-processing field and give formations in this field.	
<b>In order to ...</b> [objective]	in order to make so that the data-processing tool is used better and to improve work and to make it easier	
<b>Most important tasks</b> [What activities (= verbs) are to be performed to achieve the objective?]	<ul style="list-style-type: none"> <li>• Identify the necessary formations</li> <li>• Give trainings</li> <li>• Help the colleagues with specific or systematic problems</li> <li>• Develop a training course</li> </ul>	
<b>Expected outputs</b> [What final and tangible products the JE is to produce?]	<ul style="list-style-type: none"> <li>• Inventory of the team's training needs regarding ICT</li> <li>• Basic ICT manual for colleagues</li> <li>• Training plan for colleagues for a one year period</li> <li>• X trainings given</li> <li>• Operational training course + training of some key-staff members in its use</li> </ul>	

<b>Result area n°1</b>		<b>Time in % :</b>	25%
<b>JE's role</b>	Communication for Development Officer		
<b>JE's responsibility</b>	<p>Rikolto has a global M&amp;E system in place but the learning component has not yet been strategically developed in Uganda. We expect the junior expert to work with the global M&amp;E team and test out new ways of sharing insights and programme learnings within the team in Uganda, within the Rikolto network worldwide, and with external stakeholders in East Africa and beyond.</p> <p>Furthermore, under our “Healthy Rice Initiative”, the programme team are testing two Evidence for Impact (E4I) cases: i) Sustainable Rice Platform (SRP) production model, and ii) Climate-smart lending model. We expect to develop new knowledge sharing initiatives on these cases. However, should the junior expert or the programme team spot other interesting topics for knowledge sharing, these can also be covered.</p>		
<b>In order to...</b>	Inspire various types of stakeholders so that they can integrate new insights in their actions.		
<b>Most important tasks</b>	<p>Work with Rikolto’s program staff and communication staff/consultants to reflect on and develop program communication strategies to reach key targeted audiences through different communications channels (eg. webinars, newsflashes, meeting formats...). We expect that it will generate deeper learning on key themes and inspiring products which can be used for communication purposes (see below – External Communication).</p> <p>Work with programme staff and private partners on developing communication strategy and materials to influence consumers’ preference to healthy rice and documenting the “Healthy Rice Initiative”. This include: interviewing stakeholders, looking at the consumers preference as well as gathering, editing and shaping data and information into different communication materials for different audiences for different events such as in public campaigns, popular events and conferences.</p> <p>Concretely we foresee the junior to work with the rice team in Uganda on documenting the process and results of E4I cases, in order to make this information available for countries in the region (Tanzania for example) and other interested stakeholders in East Africa.</p>		
<b>Expected outputs</b>	<ul style="list-style-type: none"> <li>- “Healthy Rice Initiative” experiences documented and information made accessible for interested stakeholders.</li> <li>- Learning activities are embedded in the workplan of the team in East Africa</li> <li>- New insights on how to disseminate Rikolto programme learnings in the best way, differentiated according to the type of stakeholder; new activities/formats tested (cfr below – Innovation)</li> <li>- Effective communication strategies and plan are developed, based on the learning/ insights and analysis of the program objectives and target audiences.</li> </ul>		
<b>Result area n°2</b>		<b>Time in % :</b>	50%
<b>JE's role</b>	External Communication Coordinator		

<b>JE's responsibility</b>	Many exciting things are happening in our rice programme in Uganda, but so far a lot stays under the radar. The program team has recently supported our main private sector partner (SWT Tanners Limited) to craft messages for its marketing campaign under our "Healthy Rice Initiative". The junior Expert will be responsible for the external communication of the developments under the Healthy Rice Initiative.
<b>In order to ...</b>	Increase awareness amongst our stakeholders on Rikolto's achievements, expertise and efforts in Uganda, the East Africa region and globally. Position Rikolto as a leading innovative organisation in sustainable consumption and production under the framework of sustainable food systems.
<b>Most important tasks</b>	<ul style="list-style-type: none"> <li>• Interviewing Rikolto's staff and other stakeholders to elaborate articles related to their work.</li> <li>• Following up on the development of Rikolto communication kits for Uganda (projects factsheets, stories, and others), assuring that the kits are made according to Rikolto's corporate brand and communication vision.</li> <li>• Updating Rikolto's website, as well as other existing communication channels in Uganda.</li> <li>• Sharing content proactively and be part of Rikolto's international social media team.</li> <li>• Upon request of the fundraising colleagues, occasionally editing or proof-reading fundraising documents.</li> </ul>
<b>Expected outputs</b>	<ul style="list-style-type: none"> <li>▪ Communication action plan implemented, with the involvement of all staff.</li> <li>▪ Quality and inspiring communication materials developed that meet the interest of our stakeholders.</li> </ul>

<b>Result area n°3</b>		<b>Time in % :</b>	20%
<b>JE's role</b>	Networking and partnerships		
<b>JE's responsibility</b>	Networking with Belgium NGAs and wider partners/stakeholders  Participating in knowledge sharing platforms where Rikolto is a members, in events, and in activities as part of the projects implemented by Rikolto		
<b>In order to ...</b>	Share Rikolto's insights related to different program components (e.g. the Healthy Rice Initiative)		
<b>Most important tasks</b>	<ul style="list-style-type: none"> <li>▪ Find and join networks (Belgium NGAs already have good collaboration)</li> <li>▪ Give inspiring presentations and support colleagues in making their presentations</li> </ul>		
<b>Expected outputs</b>	<ul style="list-style-type: none"> <li>▪ Rikolto improves its practices by learning from own experiences and more exposure to other NGAs</li> <li>▪ Other NGAs learn from Rikolto's best practice, especially under the "Healthy Rice Initiative"</li> </ul>		

**ATTENTION**, next to his/her tasks related to the project activities, the Junior Expert will also have to carry out several tasks, common to all Junior Experts, for the Junior Programme:

Result area n°4		Time in % :	5%
<b>JE's role</b>	<b>As a Junior Expert, Ambassador for Global Citizenship</b>		
<b>JE's responsibility</b>	In consultation with the Junior Programme, take initiatives and/or respond to requests for global citizenship actions		
<b>In order to ...</b>	raise awareness of global citizenship among the Belgian population		
<b>Most important tasks</b>	<ul style="list-style-type: none"> <li>▪ Own initiative to make certain aspects of global citizenship known to the Belgian public (podcast, video, action, event...)</li> <li>▪ Support to an already existing initiative in the field of global citizenship (eg of Enabel, a Belgian or local NGO, ...)</li> <li>▪ Any other global citizenship activity requested or approved by the Junior Programme.</li> </ul>		
<b>Expected outputs</b>	<ul style="list-style-type: none"> <li>▪ 1 global citizenship initiative finalised and/or supported per year</li> <li>▪ Possibly other individual awareness-raising activities (eg. photo exhibition, video, educational kit, games, testimonies, ...)</li> </ul>		

Besides these tasks mentioned above in the result areas, we can ask the JE, depending on the needs of the Junior Programme, to accomplish any other tasks that might be considered necessary for the correct functioning of the programme and that are in line with his/her profile.

### JE's contribution to the Junior Programme priorities

#### Innovation

*What space does the function offer for experimenting with innovative tools/approaches?  
E.g. : action research, testing & roll-out of new technologies, etc.*

<b>JE's role</b>	Learning officer
<b>JE's responsibility</b>	Identify and test creative approaches to boost internal learning and external communication on lessons learned
<b>In order to ...</b>	To enable Rikolto to improve programme approaches, showcase results, and eventually scale up its impact and lessons learned by assuring that more people engage with Rikolto's work to guarantee food for all, today and in the future.
<b>Most important tasks</b>	<ul style="list-style-type: none"> <li>▪ Scan environment for interesting documentation formats, with specific focus on digital communication</li> <li>▪ Support Rikolto to test innovations and institutionalise them</li> <li>▪ Share learnings (see networking and partnerships)</li> <li>▪ Document data and improve the way to visualize and communicate information internally and externally</li> </ul>
<b>Expected outputs</b>	<ul style="list-style-type: none"> <li>▪ Learning provided to and obtained from networks and partnerships</li> <li>▪ Improved connection between programmes and communication teams</li> </ul>

#### Capacity building

*How will the JE contribute to the capacity building of the local partners, of the hosting partner team, etc ? Will (s)he have the possibility to work in pairs with a young local professional?*

<b>JE's role</b>	Trainer in effective communication for development
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<b>JE's responsibility</b>	<p>External communication is not only the job of a communication for development officer. All team members, especially programme staff, have a role to play. There has been a survey to detect gaps in communication skills among staff (networking, photography, social media, etc.). It will be the junior's responsibility to develop an internal capacity building plan, by looking for freelancers to give training, or give inspiring trainings and on-the-job coaching to the team members.</p> <p>Facilitate the information flow between the Uganda team and other Rikolto offices</p>
<b>In order to ...</b>	Enable staff to fulfil their potential in reaching out to and sharing information with internal and external stakeholders
<b>Most important tasks</b>	<ul style="list-style-type: none"> <li>▪ Give trainings to the team of Rikolto in Uganda on different communication tools (eg. social media, specific apps) so that they know on how to use it in the best way</li> <li>▪ On the job coaching of team members on the above mentioned issues, but also on making powerful presentations during conferences</li> </ul>
<b>Expected outputs</b>	<ul style="list-style-type: none"> <li>▪ Successful handover to the team at end of the junior contract</li> <li>▪ Uganda team is capable to fulfill their role in a communication action plan, supported by a network of external partners e.g. freelancers and journalists</li> <li>▪ An onboarding manual is available for all team members, especially programme staff, to explain their role in external communication, the different tools available etc.</li> </ul>

Requested profile			
<b>Required training/degree for the job</b> <i>&gt; Remark : will be eliminatory on CV for the candidates. Be complete &amp; specific, please.</i>	<input type="checkbox"/> Agronomy/ Bio-engineer <input type="checkbox"/> Biology/ Environment <input type="checkbox"/> Geography <input type="checkbox"/> Civil/industrial/ electrical engineer/ Architect <input type="checkbox"/> ICT/NTIC <input type="checkbox"/> Mathematics/ Exact sciences <input type="checkbox"/> Law/Criminology	<input type="checkbox"/> Political sciences/ International relations/ Diplomacy <input type="checkbox"/> Sociology/ Anthropology/ Social work <input type="checkbox"/> Psychology <input type="checkbox"/> History/Philosophy /Art/Religion <input type="checkbox"/> Educational sciences <input type="checkbox"/> Human resources / Organizational development	<input type="checkbox"/> Economy/Commercial engineer/Marketing <input checked="" type="checkbox"/> <b>Communication/Public relations/Journalism</b> <input type="checkbox"/> Languages/Philology /Translator <input type="checkbox"/> (Bio/Para)medical sciences <input type="checkbox"/> Public health <input type="checkbox"/> Development studies <input type="checkbox"/> All profiles <input type="checkbox"/> Others and/or details (if needed) : ...
<b>Necessary specific knowledge for the job</b> <i>&gt; Remark : will be eliminatory on CV for the candidates.</i>	??		
<b>Language skills</b> <i>&gt; Indicate which language skills are essential or preferable for the job with possible comments on the expected level of knowledge and/or an argumentation.</i>	<b>Languages</b>	<b>Knowledge</b>	<b>Comments</b>
	English	<input checked="" type="checkbox"/> Essential <input type="checkbox"/> Preferable	This is the official language in Uganda
	Luganda	<input type="checkbox"/> Essential <input checked="" type="checkbox"/> Preferable	Most farmers do not speak english
	French	<input checked="" type="checkbox"/> Essential <input type="checkbox"/> Preferable	Basic knowledge (level A2)
	Dutch	<input checked="" type="checkbox"/> Essential <input type="checkbox"/> Preferable	Basic knowledge (level A2)



<b>Preferred assets for the job</b> > <b>Remark</b> : will <u>not</u> be eliminatory on CV for the candidates.	- Fluent in English, both written and oral. - Able to work creatively in low resource/skill environments - Be creative and able to translate jargon programme information into and accessible format (language, visuals, etc) - Able to motivate and inspire team members - Not only be an implementer of activities, but have an explorative mindset			
<b>Driver's licence for motorcycle &amp; car</b>	<b>Motorcycle</b>	<input type="checkbox"/> Essential	<b>Car</b>	<input checked="" type="checkbox"/> Essential
		<input type="checkbox"/> Preferable		<input type="checkbox"/> Preferable

Country context information			
Living conditions			
<b>Capital / rural area</b>	Kampala, Uganda		
<b>Security context</b>	Kampala is generally a safe place, except for petty crime such as pick-pocketing, and poor driving culture of motor cycle taxi riders.		
<b>Access to services</b>	All services are accessible, and they are of good quality, although they may be relatively more expensive compared to other countries.		
<b>Isolation / social life</b>			
<b>Location suited for families (with children)</b>		<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
<b>Other useful observations?</b>	Decent housing in Kampala is relatively more expensive than other cities in region and/or Africa. Therefore, the issue of a decent monthly house rent needs to be taken into account/consideration when looking into the housing allowance of the JE.		
Work context & conditions			
<b>Work location</b>	Kampala, Uganda		
<b>Field exposure?</b> (Direct contact with beneficiaries & local reality, frequency field missions, ...)	Yes, expect a field mission once a month or two months.		
<b>Accessibility of the supervisor</b>	In the same office, so very accessible.		
<b>Teamwork / isolated work</b>	The JE will be part of the Rikolto in Uganda programme team. He/she will sit in Kampala with a very good support network comprising of our technical and operations colleagues, and also connect both physically and virtually with other Rikolto colleagues through our network of offices in Uganda (Mbale, Lira, Fort Portal, and Gulu). (S)He will also be connected to the Rikolto in East Africa team.		
<b>What transport arrangements will the project consider in order to insure the JE's professional travels/journeys?</b>	<input type="checkbox"/> Motorcycle from the project at disposal of the JE		
	<input checked="" type="checkbox"/> Borrow a car belonging to the project/programme when required		
	<input type="checkbox"/> Local transport? What? :		
	<input type="checkbox"/> Other, please specify :		
<b>What transport arrangements will the JE consider in order to ensure his/her private travels/journeys?</b>	<input checked="" type="checkbox"/> Motorcycle		
	<input checked="" type="checkbox"/> Car		
	<input checked="" type="checkbox"/> Local transport? What? : Bus/mini-bus		
	<input type="checkbox"/> Other, please specify :		
<b>Other useful observations?</b>			