

## Junior Expert (JE) Job description

**Function Code**

TAN.2402\_JE\_Communication\_SFCCG

### I. DESCRIPTIVE PART OF THE JOB

<b>Application date</b>	02/02/2024
<b>Job title</b>	Junior Expert in Communication
<b>Junior Expert</b>	<input checked="" type="checkbox"/> European <input type="checkbox"/> National
<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>	Search for Common Ground
<b>Full denomination of the project/programme</b>	"Daraja la Amani, Pontes de Paz" (Bridges of Peace)		
<b>Project/programme 's location</b>	Management of the programme from Dar es Salam (Tanzania) with field projects in Mtwara (Tanzania) and Cabo Delgado (Mozambique)		
<b>Duty station of supervisor</b>	Dar es Salaam	<b>Duty station of JE</b>	Dar es Salaam
<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>	April 2023	<b>Expected start date for the job (dd/mm/yy):</b> 01 October 2024
	<b>End date :</b>	March 2026	
<b>Requested JE contract duration</b>	<input type="checkbox"/> 1 year		<input checked="" type="checkbox"/> 1 year with possible extension

<p><b>1. Context of the project</b>  <b>2. Objectives of the project</b>  <b>3. Partners of the project</b>  <b>4. Main activities of the project</b></p>	<p><b>1. Context of the project</b></p> <p>In an effort to complement SDG16 on the promotion of peaceful and inclusive societies for sustainable development, Search for Common Ground is implementing the Cross-Border project “Daraja la Amani, Pontes De Paz” (“Bridges of Peace”).</p> <p><b>2. Objectives of the project</b></p> <p>The main objective of this project is to prevent and respond to violent extremism in the border areas of Southern Tanzania and Northern Mozambique.</p> <p>The project seeks to build trust and collaboration between security forces and communities, so that they can jointly prevent violent extremism and respond to security challenges. The project’s dialogues, joint analysis, security-community engagement activities will provide spaces for security forces, community leaders, religious leaders, women’s groups, youth and other vulnerable and marginalised groups to discuss challenges related to security and/or violent extremism.</p> <p>This process will increase trust between state and community actors and the platforms for dialogues with government and security actors regarding issues affecting them will contribute to a safer environment.</p> <p><b>3. Partners of the project</b></p> <p>The project's key partners include the Ministries of Home Affairs in Tanzania and Interior in Mozambique, the University of Dar es Salaam, and the University of Joachim Chissano. This project is implemented in partnership with the International Organization for Migration (IOM).</p> <p><b>4. Main activities of the project</b></p> <ul style="list-style-type: none"> <li>- Community Engagement Activities: Providing spaces for vulnerable and marginalized community stakeholders to discuss their concerns and needs with government and security actors. Activities include town hall meetings, youth-led community information sessions, and other participatory events.</li> <li>- Positive Narrative Campaign: Developing messaging tools that effectively create positive change, shape public opinion, and change attitudes and social behaviors. This includes radio campaigns and messages on social media platforms about community resilience, collaboration between security actors and communities, and successful peace and security stories.</li> <li>- Policy Briefs, Case Studies, and Conflict Snapshots: Presenting research and learning in digestible formats for key government and other stakeholders.</li> <li>- Tailored Capacity Building: Providing training for representatives from the governments of Tanzania and Mozambique to support engagement with civil society and community actors.</li> </ul>
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Position of the JE within the organisation	
<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>	Edmund Mbigili, Programme manager (Dar-es-Salam, Tanzania)  Edmund Mbigili brings over seven years of experience working with international organizations dedicated to youth engagement, poverty alleviation, and the prevention and response to violent extremism (PVE), particularly focusing on at-risk communities.
<b>Resource person(s) for technical support's name, job title &amp; background</b>	Annelies Van Erp, Press and Communications Manager (Brussels)  Annelies Van Erp has 12 years of experience in journalism and communications, having worked for Belgian news outlets and Belgian NGOs such as Memisa and Véterinaire Sans Frontières. She is specialised in working at the intersection of communication, media and development (and was herself a Junior Expert).
<b>For NGA JE: name &amp; job title of the contact person from NGA headquarters that will assure the follow-up</b>	Annelies Van Erp, Press and Communications Manager (Brussels)

JE – Job description	
<b>Job objective</b>	
<i>Explain in <b>MAX. 5 SENTENCES</b> the purpose of the job. What real need does this job fulfil? What's the added value of the job?</i>	
<p>In a context of increased activities of violent extremist groups, the state faced with such challenges can be tempted to respond with a hard, security-centred approach in order to reduce the spillover of extremism. But this militarised approach can lead to more mistrust, more violence between security forces and communities, and in fact serve as a push factor for young marginalised people to join the violent extremist groups.</p> <p>The Junior Expert in Communications plays a crucial role in conveying compelling information about human-centred security, and how trust and collaboration between security forces and communities is one of the best ways to contribute to safe societies and prevent violent extremism. The Junior Expert produces quality communications content that is shared with a Tanzania and Belgium audience, to demonstrate the impact of such "human-centred" approaches and encourage the use of it at larger scale. In addition, the Junior expert will play a key role in highlighting the paramount importance of investing in development and peacebuilding efforts in Tanzania and Mozambique, and how this can contribute to Belgium's development objectives.</p>	

Result area n°1		Time in % :	40%
<b>JE's role [as...]</b>	<b>As a communications expert</b>		
<b>JE's responsibility (= verbs)</b>	Create communications material (audiovisual, written)		
<b>In order to ... [objective]</b>	to enhance the understanding of a human-centred approach to security as the most effective way of preventing violence in Tanzania (and the region) and raise awareness on the importance of peacebuilding.		

<p><i>Most important tasks[What activities (= verbs) are to be performed to achieve the objective?]</i></p>	<ul style="list-style-type: none"> <li>● Create compelling written and visual content for various platforms (website, social media, newsletters) to inform and to engage the local and international community.</li> <li>● Transform qualitative and quantitative data into appealing stories.</li> <li>● Collaborate with the Tanzania and Mozambique teams and the global communications team to develop and implement a comprehensive communication strategy tailored to the specific context and needs of the project and the region.</li> <li>● Conduct research and analysis to identify key communication channels, target audiences, and effective messaging for peacebuilding and conflict resolution.</li> <li>● Develop and maintain a content calendar for consistent messaging and outreach.</li> <li>● Implement systems to monitor the effectiveness of the communication strategy and adjust approaches as needed.</li> </ul>
<p><b>Concrete expected outputs</b> <i>[What final and tangible products the JE is to produce?]</i></p>	<ul style="list-style-type: none"> <li>● Generate on a monthly basis a compelling story by transforming qualitative and quantitative data into accessible narratives.</li> <li>● A communication strategy document, tailored to the specific context and needs of the country, outlining key objectives, target audiences, messaging approaches, and channels to be utilised.</li> </ul>

Result area n°2		Time in % :	30%
<b>JE's role [as...]</b>	<b>As a media focal point</b>		
<b>JE's responsibility (= verbs)</b>	to share compelling stories about peace, conflict prevention and human-centred security with local and international journalists covering these themes and geography.		
<b>In order to ... [objective]</b>	increase engagement with local and international media, to enhance the comprehension of peacebuilding initiatives among both local, international and Belgian audiences.		
<p><i>Most important tasks[What activities (= verbs) are to be performed to achieve the objective?]</i></p>	<ul style="list-style-type: none"> <li>● Build and nurture relationships with local, Belgian and other international media outlets.</li> <li>● Be the bridge between media inquiries received by HQ and the project: coordination responses and ensuring accurate information is conveyed.</li> <li>● Collaborate with the team to improve internal communication processes and enhance collaboration among the different departments and project teams.</li> <li>● Facilitate interviews, journalists visits, and feature stories to the media.</li> <li>● Identify opportunities for Search for Common Ground and the project partners to contribute to ongoing media discussions on topics related to the project.</li> </ul>		
<p><b>Concrete expected outputs</b> <i>[What final and tangible products the JE is to produce?]</i></p>	<ul style="list-style-type: none"> <li>● Media coverage in local / Belgium / international press about peacebuilding, conflict prevention and inclusive communities in Tanzania and Mozambique.</li> <li>● A list / tool for media coverage tracking.</li> <li>● Partnerships with media houses or communication organisations.</li> <li>● Search for Common Ground and partners are actively participating in shaping public discourse and sharing expertise in the field of peacebuilding.</li> </ul>		

Result area n°3		Time in % :	25%
<b>JE's role [as...]</b>	<b>As a Trainer</b>		
<b>JE's responsibility (= verbs)</b>	Build capacity of teams and partners with regards to storytelling and external communications		
<b>In order to ... [objective]</b>	empower local partner organisations and staff and enable to raise the visibility of their own work		

<p><i>Most important tasks [What activities (= verbs) are to be performed to achieve the objective?]</i></p>	<ul style="list-style-type: none"> <li>● Identify the needs for effective communication and engage in dialogue with key stakeholders to understand communication challenges and opportunities.</li> <li>● Develop communication manuals that provide guidelines and best practices for effective storytelling and external communications based on the already existing resources.</li> <li>● Conduct training sessions on communication, emphasising storytelling techniques.</li> <li>● Collect feedback from participants and use data to make continuous improvements to training content.</li> </ul>
<p><b>Concrete expected outputs</b> <i>[What final and tangible products the JE is to produce?]</i></p>	<ul style="list-style-type: none"> <li>● Improved communication skills among Search for Common Ground staff and local partner organisations.</li> <li>● Communication guidelines - adapted to the local context - are available.</li> <li>● Establishment of a knowledge-sharing culture, facilitated by the documentation and sharing of best practices in external communications.</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 Ambassador for Global Citizenship</b>		
<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>Concrete 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>		

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

<b>Innovation</b>	
<p><i>What space does the function offer for experimenting with innovative tools/approaches? E.g : action research, testing &amp; roll-out of new technologies, etc.</i></p>	
<b>JE's role</b>	As a digital communication and learning officer
<b>Most important tasks</b>	<ul style="list-style-type: none"> <li>● Identify and test creative approaches to boost external communication.</li> <li>● Create and launch interactive content campaigns to engage the audience.</li> <li>● Develop interactive infographics or timelines to visualize information and make it more shareable.</li> <li>● Scan environment for interesting documentation formats, with specific focus on digital communication.</li> </ul>
<b>Concrete expected outputs</b>	<ul style="list-style-type: none"> <li>● Improved connection and collaboration between programmes and communication teams.</li> <li>● Identify and establish partnerships with influencers or partners for joint digital campaigns, to expand the reach and audience.</li> </ul>

<b>Support local partners</b>	
<i>How will the JE cooperate with and support the local partners, of the hosting partner team, etc ? Will (s)he have the possibility to work in pairs with a (young) local professional?</i>	
<b>JE's role</b>	<p>Trainer in effective communication and supporting the development of communication strategies.</p> <p>The program is implemented at national, sub-national, and community levels, and engages with partners across different scales and levels. The JE will primarily liaise with civil society organizations and local NGOs, albeit not on a daily basis. For instance, they may collaborate on organizing together a communication event or inviting staff from local NGOs to participate in communication workshops. The partnership with universities and IOM is particularly beneficial for the JE, providing access to insights, research, experts, and various resources (including data and stories). These resources can serve as a foundation for developing communication tools such as videos or leaflets.</p>
<b>Most important tasks</b>	<ul style="list-style-type: none"> <li>Identify communication needs through dialogue with stakeholders, addressing challenges and opportunity.</li> <li>Develop communication manuals about do's and don'ts on social media, how to develop speaking points, identify communication channels, ...</li> <li>Conduct training sessions, focusing on storytelling techniques, collect feedback for continuous improvement, resulting in improved communication skills among Search for Common Ground staff and partners. Additionally, establish a knowledge-sharing culture through documented best practices in external communications.</li> </ul>
<b>Concrete expected outputs</b>	<ul style="list-style-type: none"> <li>Successful handover to the team at end of the junior contract.</li> <li>Partners are capable of fulfilling their role in a communication strategy and action plan supported by external partners such as consultants, journalists, ...</li> <li>Guidelines are available for all team members, partners and other stakeholders, to explain their role in external communication, the different tools available, how to speak to the media, ...</li> </ul>

<b>Requested profile</b>			
<b>Required training/degree (area of diploma) 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 checked="" type="checkbox"/> Political sciences/ International relations/ Diplomacy <input type="checkbox"/> Sociology/ Anthropology/ Social work <input type="checkbox"/> Psychology <input checked="" 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"/> Communication/Public relations/Journalism <input checked="" type="checkbox"/> Languages/Philology /Translator <input type="checkbox"/> (Bio/Para)medical sciences <input type="checkbox"/> Public health <input checked="" 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>	<ul style="list-style-type: none"> <li>Degree in Communication/Public relations/Journalism with 6 months prior experience in journalism or communications is preferred. But any communication or journalism experience of 6 months (in a previous job or as a volunteer/student), coupled with a degree in political/social science, languages, development studies, or history, would be fitting as well. Experience could be preparing newsletters, update website, interviews, infographics, social media, internal communication...</li> <li>Demonstrated prior experience of 3 months in pictures taking, video editing in a previous job or internship.</li> </ul>		
	<b>Languages</b>	<b>Knowledge</b>	<b>Comments</b>

<b>Language skills</b> <i>&gt; For Dutch and French level A2 is required. If a higher level of these Belgian national languages is required, please indicate this.          &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>	English	<input checked="" type="checkbox"/> Essential <input type="checkbox"/> Preferable	Official language in Tanzania, level C1 or C2 required
	Swahili	<input type="checkbox"/> Essential <input checked="" type="checkbox"/> Preferable	level A2
	Portuguese	<input type="checkbox"/> Essential <input checked="" type="checkbox"/> Preferable	level A2. Portuguese could be useful. But during travels the JE will always be accompanied by a colleague who can translate.
<b>Preferred assets for the job</b> <i>&gt; Remark : will <u>not</u> be eliminatory on CV for the candidates.</i>	<ul style="list-style-type: none"> <li>• An eye for creative detail, and the technical skills to translate ideas into compelling visuals</li> <li>• Prior experience of using social media preferable</li> <li>• Excellent writing skills in English - the candidate should be able to produce communications piece without any proof-reading.</li> <li>• Applicants should be well-organized, self-motivated, and reliable with a strong interest in conflicts, news media, and social media.</li> </ul>		
<b>Driver's licence for motorcycle &amp; car</b>	<b>Motorcycle</b>	<input type="checkbox"/> Essential	<b>Car</b>
		<input type="checkbox"/> Preferable	

Country context information	
<b>Living conditions</b>	
<b>Capital / rural area</b>	Dar-es-Salam, Capital city of Tanzania
<b>Security context</b>	It is a secured place, the office is located capital city Dar es Salam
<b>Access to services</b>	Services are available such as water, electricity, transport, food, good houses
<b>Isolation / social life</b>	Not isolated. Dar es Salaam offers an attractive living environment with safety, vibrant social life options, and accessible health services.
<b>Location suited for families (with children)</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Other useful observations?</b>	It is a safe place to work
<b>Work context &amp; conditions</b>	
<b>Work location</b>	Dar es Salaam
<b>Field exposure?</b> <i>(Direct contact with local partners &amp; reality, ...)</i>	<p><u>Collaborations:</u> The Communication officer will collaborate on a daily basis with the Programme team based in Dar es Salaam. They will also collaborate regularly with the programme team based in Mtwara (Tanzania) and Cabo Delgado (Mozambique) and local partners to plan and implement the project's communication strategy and ensure timely submission based on the Search's rules and regulations.</p> <p><u>Field exposure:</u> The Junior will travel regularly to the project locations, both in Tanzania and in Mozambique. We expect that they will travel every 4-6 weeks to the project implementation areas to spend time with the project implementation team and partners. This is essential to the Communications work of the JE. Access to the field will be dependant on the security context, and may at times be restricted.</p>
<b>Frequency field missions</b> <i>(Weekly? Monthly? Number of days?)</i>	10-20% of time spent on the field. This will likely be one week of field missions every 4-6 weeks.
<b>Accessibility of the supervisor</b>	The supervisor is based in Dar-es-Salam, so the JE will have a direct access to their supervisor (share the same offices)
<b>Teamwork / isolated work</b>	Team Work
<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 :
	<input type="checkbox"/> Local transport? What? :
<b>What transport arrangements will the JE consider in order to ensure</b>	<input type="checkbox"/> Motorcycle
	<input type="checkbox"/> Car
	<input type="checkbox"/> Local transport? What? :

<b>his/her private travels/journeys?</b>	<input checked="" type="checkbox"/> <u>Other</u> , please specify : Search for Common Ground will not provide a vehicle for the JE's personal travels but we will give information to the JE about safe and suitable means of private transportation
<b>Other useful observations?</b>	Search for Common Ground pays particular attention to the Safety and Security of the team. Travels to the field is conditional to safe travel conditions.