COMMUNICATIONS VOLUNTEER (SOCIAL MEDIA AND CONTENT DEVELOPMENT)

Background

The Sustainable Development Goals Center for Africa (The SDGCA) is an autonomous non-profit international organization headquartered in Kigali, Rwanda and Sub-Regional Center for SADC member states in Lusaka, Zambia. The SDGCA was opened in July 2016 with the mission to support governments, civil society, businesses and academic institutions to accelerate progress towards the Sustainable Development Goals (SDGs). For general information about The Sustainable Development Center for Africa, please visit our homepage at: www.sdgcafrica.org

The SDGCA intends to recruit a Communications Volunteer to work with for The Center and partners in realizing the SDGs Agenda across Africa for a temporary Appointment 6 months based in Kigali, Rwanda

Responsibilities

Under the guidance and supervision of the ICT Manager, the Communications Volunteer will be responsible for enhancing The SDGCA presence on digital platforms (Newsletter, website, Facebook, Twitter, Instagram, YouTube) and produce high quality audio visual content that will support messaging on newsletter, social media and online platforms.

Specific Tasks

- Proactively writes and gathers editorial content (text, images/photos, audio, video, infographics, etc.) from programme officers and adapts for newsletter, websites and social media.
- Maintains a website and social media calendar of content themes and all upcoming coverage schedules according to the calendar.
- Identify and effectively communicating project success by developing success stories, case studies and short documentaries
- Prepares monthly thematic social media content plans.
- Prepares bimonthly social media packs for flagship events, initiatives, campaigns.
- Prepares content for the Newsletter, website, and social media accounts for publishing on Facebook, YouTube, Instagram, Twitter, etc. on a daily basis under supervision of the ICT Manager.
- Seeks opportunities for SDGCA presence on new and emerging social media and other digital platforms (e.g. TikTok; podcasts).
- Actively engages with online audiences through social media channels.
- Works to continuously improve the design of the website; ensures key deadlines are met for the dissemination of time-sensitive content.
- Generates and analyses reports on website traffic and KPIs using Google Analytics, Hootsuite, and other social media focused analytics channels.
- Prepare a small budget for multimedia production and social media advertising, including invoice payments to Facebook for paid promotion.
- Conducts trainings and provides support to other sections in need of understanding better how digital and social media plays a role in the context of the office.
Qualification, Skills and Experience

- A Bachelor’s in Journalism, Linguistics, Mass Communications or social sciences related fields.
- A strong proficiency in English and French both in written and oral language with research writing skills.
- At least one (1) year experience communications and social media within non-governmental organization in a similar role.
- A strong aptitude in computer application, knowledge of publishing software (MS Word, Excel, Access, PowerPoint), Desktop Publishing (Adobe Creative Suite – Photoshop, PDF, illustrator, InDesign – CorelDraw would be added advantage.
- Experience in Media Production, Social Media (Facebook, Twitter, YouTube, LinkedIn).
- Superior oral and written communication skills with an emphasis on creative approaches, attention to detail and efficient delivery methods.

Application motivation – how suitable you are

Applying Instructions

To apply, interested and qualified candidates are required to submit their application through the [link](#).

Deadline is 30 June 2022.