



## Vacancy Announcement #108/2024

### Communication and Public Relations Specialist - Economic Transformation Cluster PSD-E & SIC

Desired contracts start date 01/11/2024

Contract Duration: Until 30/09/2025

Application deadline: 29.09.2024

Duty station: Addis Ababa

#### 1. Background

The Government of Ethiopia (GoE) implemented several reforms that have opened considerable opportunities for investments in the economy and adapted private sector-led economic growth as one of the strategic pillars for economic development. In 2019, the GoE introduced the “Home-Grown Economic Reform Agenda” (HGER). In 2021, the GoE launched the “Ten-year Development Plan (2021-2030)” that details the strategic path to achieve the HGER vision of an economic transformation.

One of these policies is the Industrial Development Policy, which made textile and garment industry a priority sector on the Ethiopia’s path to industrialization. The sector is, however, often characterized by precarious working conditions, low wages, non-compliance with human rights and social and ecological standards. The British and German governments are supporting the country’s pathway towards industrialization through the implementation of a joined project named **Sustainable Industrial Clusters (S.I.C.)**. S.I.C. ensures the resilience of firms in industrial parks (IPs) and surrounding clusters is strengthened, to enable continued contribution to economic transformation of the sector. The project is implemented by the *Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH* under a co-financing agreement between the Foreign, Commonwealth & Development Office (FCDO) of the United Kingdom and the German Federal Ministry for Economic Cooperation and Development (BMZ).

Aside from supporting the industrialization sector, the German government is also supporting private sector led growth specifically for MSMEs, startups and small and growing businesses (SGBs) through the implementation of the **Private Sector Development in Ethiopia (PSD-E)** project. PSD-E strengthens the capacities and private sector orientation of public institutions, Business Membership Organizations (BMOs), startup ecosystem intermediaries and Business Development Service Providers (BDSPs). In addition, the project provides direct support to MSMEs, and entrepreneurs affected by recent conflicts and crises to sustain or recover their business operations by improving their business performance and creditworthiness. The project is also implemented by GIZ on behalf of BMZ and co-funded by the European Union and The Minister for Foreign Trade and Development Cooperation of the Netherlands.



**The two projects are collaboratively seeking an experienced, enthusiastic and pro-active communications and PR expert to effectively convey and promote the impacts of both projects to stakeholders. Are you passionate about crafting compelling narratives and driving impactful communication strategies?** We are looking for a talented PR professional to elevate our projects' visibility and engagement. Your role will include:

### Responsibilities and Duties

- **Innovative Communication:** Develop creative methods to showcase our project's impacts and activities to key stakeholders in both private and public sectors
- **Storytelling and Media Production:** Create captivating success stories and videos featuring our protagonists and partners. This includes traveling to field sites to gather case studies and conduct (or facilitate) photography assignments.
- **Social media and Content Creation:** Design engaging content for platforms like LinkedIn, X and Facebook, and write insightful articles for both internal and external audiences.
- **Media and Vendor Coordination:** Liaise with media outlets, manage relationships with external service providers (e.g. printing companies, graphic designers, photographers), and coordinate with the GIZ Country Office Communication Unit, suppliers and contractors.
- **Communication Strategy:** Contribute to the development and implementation of a communication strategy for the Economic Transformation Cluster.
- **Content Development:** Draft and edit various communication materials, including project descriptions, website content and factsheets, ensuring consistency in corporate design and logo usage.
- **Event Management:** Support the organization and management of official visits, including media engagements and interactions with political partners.

### Required educational and professional Qualifications

- **Education Background:** University degree in communication, marketing, journalism or related field (Master preferable)
- **Experience:** At least 5 years of experience in communication including in social media, media relations, PR, and journalism ideally within an international organization
- **Language Proficiency:** Fluent in both written and spoken English and Amharic; knowledge of German is a plus
- **Communication Skills:** Exceptional verbal and written communication skills in English and Amharic, tailored to the target audience and communication channel.
- **Content Creation:** Demonstrated ability to write engaging articles, newsletters, press releases and social media content.
- **Digital Media and Design:** Very good skills with digital media, graphic design (such as Photoshop/Adobe InDesign/Illustrator) and producing videos
- **Event and Media Management:** Experience in event management and media relation.
- **Technical Skills:** Strong proficiency in IT tools, including email and MS Office applications); knowledge of photoshop tools (ie InDesign) is a plus



## Other knowledge, additional competencies

- **Independent and Proactive:** Demonstrates a self-reliant and proactive approach with high motivation and enthusiasm for the work.
- **Attention to Detail:** Possesses excellent design and layout skills with a keen eye for detail.
- **Results-Oriented:** Maintains a results-oriented mindset, with the ability to solve problems and prioritize tasks under high pressure.
- **Sector Understanding:** Has a general understanding of the Ethiopian private sector, especially the manufacturing sector, and its stakeholders and actors
- **Intercultural Competence:** Exhibits intercultural understanding and interest, strong teamwork abilities, a sense of diplomacy, and the capability to work in a politically sensitive environment.
- **GIZ Knowledge:** Knowledge of GIZ procedures and regulations regarding communication is an asset.



### Application procedure:

Interested and qualified candidates shall submit their motivation letter along with their non-returnable recent CV via Email: [hreth@giz.de](mailto:hreth@giz.de)

#### Note:

**Please make sure you mention the Vacancy Number (Communication and Public Relations Specialist #108/2024) in the subject line of your email application.**

Due to a large number of applications, we categorize applications with vacancy numbers.

Applications without vacancy numbers in subject lines might not be categorized in the appropriate folder and could be disqualified.

*Only short-listed candidates will be contacted*

*We encourage persons with disabilities to apply for the position. In the case of equal qualification, persons with disabilities will be given preference.*

*Applications from qualified women are encouraged.*

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*"Please refer to our [brochure](#) to learn more about GIZ's attractive benefits package*

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