

Salary Band 4	Communications Advisor – CCPS Cluster
Reports to:	Senior Finance Manager
Duration	2 years (possibility of extension exists)

BACKGROUND

The **Centre for Cooperation with the Private Sector (CCPS)** was established at the beginning of 2014 to coordinate the **Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ)** South Africa's strategy for cooperation with the private sector. It is an umbrella unit responsible for implementing various regional or global programmes all with the aim to promote private sector cooperation. These CCPS programmes include:

- ❖ **Team Europe Initiative IYBA-SEED** “Investing in Young Businesses in Africa - Supporting Entrepreneurial Ecosystem Development”, with a special emphasis on women and young people. This is a Co-financed project supported by the EU and BMZ and is implemented in five countries: South Africa, Kenya, Senegal, Benin and Togo.
- ❖ **WE4D (*Promoting female employment for Africa's green transformation*)** working with the private sector in partnership with business by developing projects to create job opportunities, improve the employment situation and enhance business capacity of enterprises. Opportunity-driven and demand-oriented measures will be conducted with individual partner organisation and multi-actor partnerships in the implementation countries Kenya, Malawi, Mozambique, Tanzania, Uganda and South Africa (SA) with the aim of achieving quantitative employment effects and qualitative, transformative results.
- ❖ The **Natural Resources Stewardship Programme (NatuReS)** which promotes collective action of multiple stakeholders to protect and manage natural resources while safeguarding investments in key economic zones, creating and securing jobs, boosting awareness of natural resource stewardship to be embedded into key institutions so they can drive policy and practice.
- ❖ The **Access Benefit Sharing (ABS) Compliant Biotrade in Southern Africa (ABioSA)** aims at creating a high-growth jobs-rich and innovative biotrade sector that complies with international and domestic ABS regulations. It contributes to the livelihoods of rural people and the productive use of South(ern) Africa's plant biodiversity.
- ❖ The **BioInnovation Africa (BIA) - Equitable Benefit-sharing for the Conservation of Biodiversity** in collaboration with ABioSA aims to strengthen European-African

partnerships and Private Sector engagement for biodiversity-based innovations and products with equitable benefit-sharing for conservation and sustainable use of biodiversity.

- ❖ The planned **Circular City Labs (CCL)** project aiming at a reduction of greenhouse gas emissions through waste prevention, by testing reusable packaging systems and strengthening the participation of women in the local circular economies.

A. RESPONSIBILITIES

The Communications Advisor is responsible for developing and implementing the Cluster's Communication and Knowledge Management Strategy and providing strategic communication advice and support to the CCPS cluster team members. They will maintain a good flow of information and ensure adherence to all GIZ requirements. Some projects in the cluster are co-funded (EU, SECO) and as such adherence to the communication requirements from these donors is also ensured.

B. TASKS / MAIN ACTIVITIES

The Communications Advisor will work closely with the CCPS projects' communication persons and structures, with the respective implementation managers, and with all CCPS project staff and relevant service providers and partners. They will be expected to undertake the following tasks and advisory services:

1. Cluster communication

- Work with the CCPS Cluster project teams to develop and implement a communication strategy for each project as well as for the Cluster, in line with GIZ and co-funders' corporate design and communication standards
- Contribute to the promotion of visibility of the Cluster and its projects both within GIZ and on other social media/digital communication channels externally (incl. commissioning parties' channels)
- Produce communications content and marketing materials, including social media posts, press releases, infographics, PowerPoint presentations, infographics, factsheets etc to effectively and creatively communicate the activities, results and impacts of the CCPS projects and Cluster
- Assist with gathering and producing content for the CCPS Newsletter and general GIZ news platforms.
- Creation and subsequent management of CCPS and project social media channels (e.g. LinkedIn, IDA, Facebook, Twitter)

- Develop creative and inspiring communication formats and materials. Collaborate on the design of communication materials together with the Cluster team
- Carry out quality assurance of communications materials, and ensuring all communication guidelines of GIZ and project commissioning parties are adhered to
- Assist in creating a CCPS online content database (videos, photographs, graphics etc)
- Provide monitoring, analyses and reporting on media and/or scientific reports as well as key political announcements and statements on Cluster relevant issues.
- Provide ad hoc advisory services to partners, supporting them to remain compliant with various funders requirements

2. Administration linked to communication

- Support cluster project staff in procurement of communication-related materials and doing quality assurance of products and services
- Plan and prepare tender packages for service providers hired for communication processes and materials e.g. videographers, graphic designers etc (Terms of Reference, budget, process support in the awarding of external services, cooperation with consultants, and quality assurance of services).
- Support with planning and preparation of content for events, workshops, trade fairs etc

3. Other communication related tasks

- Attending various events and workshops to document, photograph and create content
- Photography and videography: Taking photos and videos at events and on-site visits
- Carry out basic design work where appropriate
- Actively participate and represent the CCPS in the GIZ SA Communications Working Group and its activities
- Actively participate in all Cluster projects' respective communication focal point meetings with fellow regional and head office communications colleagues to coordinate and align communication
- Regularly monitor and update the team on relevant GIZ corporate communications guidelines
- Form part of the CCPS team and perform other duties and tasks in the interest of the programme, on the request of its management

C. REQUIRED QUALIFICATIONS, COMPETENCES AND EXPERIENCE

Qualifications:

- University Degree (an Honours Degree would be advantageous) in the field of Communications/Media Studies, Marketing, Public Relations, Journalism, International Relations, or equivalent.

Professional Experience

- Qualification should be enhanced with at least 5 years' relevant work experience in the field of communications, public relations, knowledge management and content creation
- Experience managing multi-donor communication strategy and outputs.
- A demonstrable track record of producing high-quality communication products, and conceptualising and implementing communication campaigns and strategies
- Confident handling of digital applications (e.g., MS Teams, Outlook, PPT, Word, Excel) as well as Adobe Creative Suite (e.g., Adobe Illustrator, InDesign, Photoshop). Proficiency in video editing software is an asset
- Knowledge of web design and content management systems.
- Familiarity with paid social media platforms including Facebook, Instagram, and LinkedIn
- Excellent writing and verbal communication skills in English
- Strong photographic skills
- Ability to work independently to approach tasks pro-actively and provide results on time and with minimal supervision
- Innovative and creative mindset
- Sound knowledge of South African public and private sector landscape.

Additional Competences and Skills

- Ability to multi-task; working in a high-pressure and complex environment with tight deadlines
- Ability and willingness to acquire knowledge and quickly master new topics
- Self-driven, quick to learn, flexible, and highly motivated
- Experience within the context of international development cooperation would be an advantage, especially with regards to EU communication regulations
- Brings intellectual curiosity, critical thinking, problem solving skills and ability to collaborate

D. ADDITIONAL INFORMATION

This position is based in at the **GIZ South Africa Office in Hatfield, Pretoria.**

- **The employee must be prepared to travel to the project areas within South Africa, and internationally.**
- At GIZ, you will be offered a global network and an atmosphere that is characterised by diversity, respect, and genuine equal opportunities. Gender equality promotion is a matter of course for us.
- GIZ is a signatory of the Diversity Charter. Recognition, appreciation, and inclusion of diversity in the company are important to us. All employees shall be valued – regardless of gender and gender identity, nationality, ethnic origin, religion or belief, disability, social background, age or sexual orientation.
- GIZ would like to increase the proportion of employees with disability. Applications from persons with disabilities are most welcome.
- The successful candidate will be expected to start full-time employment with GIZ on a fixed-term contract as soon as possible. The contract period for this position is two years with a 3-month probationary period (possibility of extension exists).

E. APPLICATION PROCESS

GIZ will only assess applications which meet the following criteria:

Suitable candidates should apply by submitting:

- A motivation letter (**max. 1 page**) stating why they should be the preferred candidate, the value-add they will bring to the work of NatuReS II and their desired salary range.
- This should be accompanied by a **detailed CV** and indicating their **nationality**.

Applications should be submitted to: recruit-pretoria@giz.de with the email subject line “**Application for Communications Advisor – CCPS Cluster**” for the attention of Head: Human Resources.

Closing date for applications: **26th August 2024**

Correspondences will be limited to the short-listed candidate.

Applications not complying with the application process will be disqualified!