



## JOB DESCRIPTION

JOB CODE:0097

REVIEW DATE:

<b>JOB TITLE:</b>	Communication Officer
<b>INSTITUTION</b>	West African Health Organisation
<b>DUTY STATION</b>	Bobo-Dioulasso, Burkina Faso
<b>GRADE</b>	P3/P4
<b>ANNUAL SALARY</b>	<b>US\$ 37,431.66/52,379.70</b>
<b>DIRECTORATE</b>	Directorate General
<b>LINE SUPERVISOR</b>	Director General
<b>SUPERVISING</b>	

### ROLE OVERVIEW

Under the supervision of the Director General, the incumbent shall be responsible for the development and implementation of Strategic Advocacy and Communications focusing on Public Relations work for the West African Health Organisation (WAHO). The incumbent shall also work to promote WAHO's visibility using traditional media and social media forums.

### ROLES & RESPONSIBILITIES

- Provide technical input in the design and development of WAHO's Communication Strategy.
- Provide support in developing an organizational intranet.
- Coordinate the implementation of WAHO's Communication Strategy.
- Undertake advocacy, communication and dissemination of WAHO's programmes.
- Work closely with programme staff to collect and collate information on programme implementation.
- Collaborate closely with the Monitoring and Evaluation Professional Officer and facilitate the dissemination of programme results.
- Coordinate information sharing and learning, including identification and dissemination of best practices within the region.
- Ensure the documentation and dissemination of regional health information such as the health profile, health updates and situational reports.
- Document advocacy results and monitor policy implantation.
- Disseminate draft resolutions and recommendations of the Assembly of Health Ministers and other statutory meetings/conferences.
- Use traditional and social media forums to disseminate information and the outcomes of the executed programmes indicating their correlation with the defined indicators in WAHO's Strategic Plan.
- Develop strategic alliances for influencing country and regional policies and plans.
- Undertake all other activities that would maintain and reinforce the visibility of WAHO at the region, the continent and at the global levels.
- Submit monthly reports that indicate progress and bottlenecks associated with communication and advocacy.



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- Perform any other duties as may be assigned by the supervisor.

### REQUIRED QUALIFICATIONS, EXPERIENCE AND SKILLS

#### Education:

- Bachelor's degree in Journalism or Public Relations or Mass Communication or related field from a recognised University.

#### Experience:

- Five (5) years' experience in journalism, strategic communication, advertising or marketing and public or international relations ;
- Proven knowledge of internal communication guidelines and strategy and of production of innovative platform to enhance internal communication across the ECOWAS region.
- Knowledge in developing communication strategies and plan, internal and external communications;
- Ability to coordinate and manage complex communication campaigns and events;
- Ability to conceptualize and contribute to the design of communication campaigns that target larger audiences;
- Proven knowledge of communication and the ability to diplomatically handle sensitive situations with target audiences and cultivate productive relationships

### ECOWAS KEY COMPETENCIES

#### LEADERSHIP

- ability to persuade/influence others to consider a certain point of view, adopt a new idea or implement new methods and practices;
- ability to lead a team of trainees/junior staff and instill a spirit of teamwork to engage employees and achieve a well-defined set of activities;
- ability to respect the chain of command in an appropriate manner;
- ability to resolve challenges that occur with minimal direction and/or to recommend and explain solutions or alternatives for approval;
- ability to utilize the Code of Ethics to manage self, others, information and resources;
- ability to mentor others and create feedback loops with supervisors, colleagues and subordinates to build strong working relationships and improve performance.
- contribute to maintaining organizational unit's performance goals and standards.

#### CLIENT SERVICE ORIENTATION

- interpersonal skills with the ability to keep a client informed of progress or setbacks in projects of relevance to timeline, quality and quantity;
- ability to proactively interact with clients and build strong trusting relationships based on mutual respect and regular discussions;



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- ability to establish and sustain professional credibility with clients/stakeholders in a manner that anticipates their needs, mitigates issues and carefully balances professional obligations with the need to be sensitive and responsive to their needs;
- ability to counsel, advise, consult and guide others on matters pertaining to assigned client service responsibilities and established client service standards;

### MULTICULTURAL SENSITIVITY AND ADVOCACY

- demonstrate respect for cultural differences, fairness and ability to relate well with people from varied backgrounds, nationality, gender, ethnicity, race and religion;
- understanding of diverse cultural views especially within West Africa, with sensitivity to group differences; ability to challenge bias and to practice tolerance and empathy;
- ability to listen actively, consider people's concerns and apply judgement, tact and diplomacy;
- ability to work in a diverse and inclusive interactive environment that benefits from diverse strengths;
- ability and responsibility for incorporating gender perspectives and ensuring the equal participation of women and men in all areas of work;
- ability to encourage, empower, and advocate for people in an unbiased and transparent manner

### KNOWLEDGE OF ECOWAS

- knowledge of ECOWAS institutions, sectors, programmes and policies;
- knowledge of ECOWAS internal operational requirements of programs, projects, services and systems required to achieve work assignments and meet performance goals;
- knowledge of rules and procedures of ECOWAS associated assigned responsibilities and ability to explain these clearly to others;
- knowledge of the ECOWAS culture, structures and performance issues and priorities impacting assigned responsibilities;
- knowledge of member states development trends, indicators, challenges and opportunities as it relates to project/programme assigned to own position.

### ANALYTICAL AND CRITICAL THINKING

- ability to study data/information from a variety of sources, identify anomalies, trends and issues, present findings, and make recommendations;
- ability to break down problems or processes into key parts to identify and solve gaps in service, quality assurance, compliance and performance targets;
- knowledge of and ability to apply techniques to generate creative ideas and new approaches to meeting goals;
- ability to use evidence and research to inform policies and programs and identify relevant and appropriate sources of information, including stakeholders, regional institutions and/or internal committees.



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### COMMUNICATION

- demonstrate operational computer proficiency using appropriate tools;
- ability to make sound use of graphics and tables to effectively present numerical data to write semi-complex technical reports/proposals and edit/check templates, letters, etc.
- ability to convey information clearly and concisely in a succinct and organized manner through both writing and verbal means;
- exhibit interpersonal skills, make presentations, express opinions and debate ideas with others in a constructive manner;
- proficiency in information communication technologies (ICT);
- Fluency in oral and written expressions in one of the ECOWAS official languages of the Community (English, French & Portuguese). Knowledge of an additional one will be an added advantage.

### PLANNING AND IMPLEMENTATION

- ability to develop, implement an individual action plan for achieving specific work goals;
- identify, organize and monitor tasks throughout to facilitate execution;
- ability to contribute and/or lead on projects as per accepted project management standards and techniques, to co-ordinate contributions by others to set and meet deadlines;
- ability to organize work, set priorities, and work within timelines, giving attention to details, stakeholders, indicators and risks;
- ability to identify, collect and assess indicators to monitor performance and to take proactive remedial action as required