

## Job Description

*A job description is a written statement that describes the employee's role and responsibilities. The role and responsibilities shall be executed within the NRC framework. The job description facilitates the recruitment process by stating the necessary competencies. It is mandatory for all positions.*

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|--------------------------------|---|
| Position:                      | Advocacy and Communication Manager                                    |
| Reports to :                   | INGO Forum Director (Forum des ONGI internationales au Mali – FONGIM) |
| Supervision of:                | Information Manager Coordinator                                       |
| Grade:                         | <b>9</b>  |
| Duty station:                  | Bamako  |
| Travel:                        | 20 %  |
| Project number:                | MLFM1903  |
| Duration and type of contract: | 12 months – Fixed term contract                                       |

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### Context

The Mali INGO forum (FONGIM) is an association recognized by the authorities and currently has 99 international NGO members. The FONGIM aims to ensure/strengthen, in an independent manner, coordination between member INGOs, local and national authorities, the United Nations, donors, diplomatic representations and external partners.

It facilitates better sharing of information and expertise, the establishment of common guidelines among member INGOs, and the respect of fundamental principles for a more coordinated, efficient, and effective use of humanitarian, recovery, and development resources in response to the needs of the Mali population.

The FONGIM's activities are statutorily developed around five pillars:

- Information / exchange platform
- Coordination / representation / relationship with partners
- Advocacy
- Communication
- Access
- Capacity building

### 1. Role and responsibilities

The role can be described as a fusion of two specific tasks: advocacy and communication. The position is line-managed by the FONGIM Director and works in close cooperation with the FONGIM Working Groups (GTH, GTED, Sectorial Groups, etc...) as well as with the FONGIM Bureau. The position covers activities in all Mali and is connected with regular travelling within and outside the country. The Advocacy and Communication Manager is a line manager of the Information Manager Coordinator

He/she will support the FONGIM as follows:

### 1.1. Advocacy

Advocacy is one of the five statutory areas of intervention of the FONGIM and has a strategic importance in Mali in an environment characterized by repeated insecurity and humanitarian shocks that are extremely violent for civilian population. The past year has seen a decline in humanitarian space and access as well as repeated questioning of humanitarian principles by stakeholders in the conflict.

He/she is responsible for the following tasks/activities:

- Lead and coordinate the FONGIM's strategic advocacy in subsidiarity and support to advocacy already conducted by the members.
- Develop and implement the FONGIM's advocacy strategy based on population's needs and in consultation and close cooperation with the members of relevant Working Groups as well as with the FONGIM Bureau;
- Bring together expertise and knowledge and build evidence-based analyses, researches to support advocacy jointly with members, sectorial groups, external or internal experts
- Based on evidence and consultation of members, develop relevant advocacy products (talking points, advocacy notes, message compendiums, etc), coordinate dissemination, and lobby at various level to support joint advocacy efforts for positive changes by FONGIM members.
- Support members to develop joint policy, positioning and messages on key strategic issues.
- Develop and Manage sign-off processes of all advocacy & communication products, check quality and coherence of advocacy products including with FONGIM's and members principles.
- Coordinate and support all influencing & advocacy efforts led in the name of FONGIM at different level (heads of mission of members, executive bureau and director of the FONGIM, members advocacy teams at international level, technical level, etc.) to ensure all efforts a) go in the same direction & are in line/coherent with signed off positions and messaging, b) are led at the right level c) are evidence-based and backed by quality advocacy products and d) take into account risk and mitigation measures.
- Setting and leading FONGIM Advocacy working group;
- Support FONGIM (and if necessary strengthen capacity) strategic, sectorial and regional groups to integrate and strategize relevant advocacy in their respective action plans.
- Develop and strengthen alliances and networking with key allies and stakeholders to strengthen advocacy efforts, identify and use key influencing opportunities and increase impact.
- Ensure the adequate use of existing coordination and decision-making structures as a primary area for key advocacy and follow-up.
- Build links and support toward coordination and advocacy platforms in country and at international level between NGOs in key capitals (New York, Washington DC, Brussels, Berlin, Paris, London, etc.) to strengthen direct advocacy toward international decision-makers engaged in Mali.
- Disseminate within FONGIM members relevant information and advocacy needs and updates
- Conduct directly advocacy and lobbying actions as relevant in coordination with FONGIM members and groups based on signed-off products.;
- Maintaining a list of key contacts among stakeholders and humanitarian and development actors on the advocacy thematic;
- Ensure regular monitoring of context including media and social networks monitoring on priority topics with support of the communication adviser.

### 1.2. Communication

The Advocacy and Communication Manager will develop and implement a communication strategy in line and support of the larger influencing and FONGIM strategies and priorities, based on consultations of FONGIM members and groups.

S/He will directly supervise the implementation of the following activities:

#### *1.2.1. Internal Communication*

Manage the development of:

- An internal communication strategy or action plan based on FONGIM members' needs to strengthen coordination efforts and accountability toward members.
- Organization of regular meetings with the members' communication officers;
- Circulating of agendas and minutes as well as all useful documents to the members;
- Develop tools and products meant to ease internal communication;
- Contribute to FONGIM newsletter;
- Support donor reporting activities (drafting sections, gathering inputs, editing success stories).

#### *1.2.2. External Communication*

- Assume the role of spokesperson when relevant or needed to support the director or deputy director.

Manage/supervise (support, orient, ensure quality, etc. ) the :

- Development of a communication plan / media plan for FONGIM as part of the advocacy/influencing strategy;
- Coordinate gathering of key media content (photo, video, radio, pictures, testimonies, etc) to be used on the FONGIM website and for media engagement (exhibits, post on specific radios or newspaper etc.).
- Develop media products & events (press releases, exhibits, radio or TV reportage, documentaries etc) to serve influencing, and visibility purposes at national and international level.
- Build relation with national and international media resources within members to strengthen and amplify joint media work and complementarity.
- Support FONGIM groups and members to strengthen their media engagement around key priorities and strategic issues.
- Development of relations and network with national and international media correspondents, build a continued working relation and contact and facilitate visits, exchanges of information (on and off) etc.
- Develop a new website for the FONGIM with public access and a limited access for the members;
- Coordinate FONGIM's social media engagement by setting up and inputting in a twitter account for communication and influencing purposes;
- Generating, editing, publishing and sharing engaging content regularly across social media platforms;
- Manage external communication addressing the public, partners and donors with regular reporting about FONGIM achievements;
- Support the development of dissemination tools according to the available media - posters, comics, press releases / articles, radio programs / spots, etc. - in order to improve understanding of NGO action in Mali and improve accountability;
- Coordination with FONGIM's WGs in order to develop thematic files that can be disseminated.

### 1.3. Coordination

- Participate in coordination meetings or assume representation role when relevant for advocacy & information gathering purposes or when needed to support the director or deputy director.

#### Critical interfaces

By interfaces, NRC means processes and projects that are interlinked with other departments/units or persons. Relevant interfaces for this position are:

- FONGIM Bureau
- FONGIM working Groups (Heads of mission or Country Directors)
- UN: Humanitarian Coordination, OCHA, Agencies, Funds and/or programs' representatives, MINUSMA.
- Coordination mechanisms: HCT, Technical Groups of the HCT, CM-Coord., CRZPC, clusters, development coordination structures.
- National and local authorities
- Local NGOs
- Donors
- Journalists

#### Scale and scope of position

|                      |   |
|----------------------|---|
| Staff:               | 1   |
| Stakeholders:        | Key external stakeholders the post has relationships with (e.g. UN agencies, INGOs, local NGOs, civil society, governmental bodies) |
| Budgets:             | NA  |
| Information:         | FONGIM  |
| Legal or compliance: | NA  |

## 1. Competencies

Competencies are important in order for the employee and the organisation to deliver desired results. They are relevant for all staff and are divided into the following two categories:

### 1. Professional competencies

These are skills, knowledge and experience that are important for effective performance.

#### **Generic professional competencies for this position:**

- Minimum 5 years' experiences from a senior management position in a humanitarian/recovery context
- Master's degree in International Relations, International humanitarian law, Political sciences, Development or Communication
- Very good knowledge of humanitarian law.
- Strong experience in advocacy in conflict countries
- Strong knowledge of the United Nations system, integrated missions and clusters
- Experience from working in a complex emergency crisis and volatile contexts
- Fluency in French, English, both written and verbal

#### **Context/Specific skills, knowledge and experience:**

- Knowledge of the context in Sahel is appreciated

### 2. Behavioural competencies

These are personal qualities that influence how successful people are in their job. NRC's Competency Framework states 12 behavioral competencies, the following are **essential** for this position:

- Strategic thinking
- Managing performance and development
- Empowering and building trust
- Demonstrated competence in communication, interpersonal exchanges and negotiation
- Ability to build consensus.

## 2. Performance Management

The employee will be accountable for the responsibilities and the competencies, in accordance with the NRC Performance Management Manual. The following documents will be used for performance reviews:

- The Job Description
- Work- and Professional Development Plan
- The Mid-term/End-of-trial Period Performance Review Template
- The End-term Performance Review Template
- The NRC Competency Framework