



POSITION: Communications Officer, South Africa

REPORTING TO: Head of Linking and Learning

REMUNERATION: Competitive

LOCATION: Johannesburg

START DATE: ASAP



Background

Paediatric-Adolescent Treatment Africa (PATA), a South African NGO, coordinates an action network across sub-Saharan Africa, working with health providers and health facilities to improve the quality of paediatric and adolescent HIV prevention, treatment, care and support. PATA offers a powerful platform for regional collaboration through capacity building, peer-to-peer exchange and learning forums, supporting quality improvement to effect positive change in HIV paediatric and adolescent policy and practice.

Members of Team PATA contribute to a culture of transparency, accountability, trust, and mutual respect. We expect staff to do their best in applying their competence and skill in the consistent, orderly ownership of tasks through to delivery and we invest in their growth as individuals and team members. As a small team, we leverage success through collaboration with funders, partners and stakeholders, whose satisfaction and shared success is a paramount concern.

About the Role

The Communications Officer, South Africa, plays an important role in supporting engagement and growth of the PATA network and advancing PATA's mission and vision in support of programmes implemented in South Africa. This is delivered by:

1. Operationalising and contributing to PATA's communications strategy and advocacy agenda overall and in support of the HIVE programme implemented in South Africa.
2. Contributing to the production and coordination of PATA's branding, marketing, communications, and digital content to enhance PATA's visibility in-country with a focus on developing and supporting related content for the HIVE programme.
3. Supporting the communications of PATA's overall programmes, events, engagements, and campaigns in general whilst coordinating those linked to HIVE.
4. Managing PATA's communication platforms and libraries in-country, while supporting the development and coordination of all tools and resources linked to the HIVE programme.

Key Performance Areas

1. Communication Strategy Development and Implementation

- Development and execution of comprehensive communication and advocacy strategies that effectively support PATA's goals and enhance HIVE's public profile in South Africa and regionally.
- Successful execution of communication campaigns, with measurable outcomes.
- Achievement of set communication objectives, such as increased digital traffic, social media engagement, reach and other relevant metrics.
- Contributing to the implementation of PATA's organisational communication strategy.

Measures

- **Strategy for programming** - Existence of a communications strategy and advocacy plan for HIVE.
- **Campaigns** - Digital campaigns developed that successfully contribute to programme and campaign objectives.
- **Budget** - Delivery of communications within budget, on time and to plan [review budget, milestones, review annual plan and deliverables at end of reporting period].

LOE: 25%

2. Content Creation and Management

- Contributing to the production and coordination of PATA's branding, marketing, communications, and digital content to enhance PATA's visibility and HIVE programming in-country.
- Supporting in-country and PATA-wide documentation (reports, tools, briefing documents, papers, best practices, case studies, and proposals) with writing, editing and design.
- Supporting preparation of materials and content, including talking points, presentation, scripts, posters, social media presence and posting etc.
- Assisting in the sourcing and effective use of graphics, surveys, and consultative processes where appropriate.
- Coordinating the development and delivery of PATA campaigns that align to project areas and provide a coherent and persuasive advocacy message.
- Coordinating cost-effective creation and production of all PATA's print, digital and social media.

Measures

- **Production of quality material** - Good quality of print, digital and socials media shared.
- **Feedback** - Materials and tools developed are reviewed and constructive feedback shared.
- **Quality standards** - A quality standard, consistency of branding, appropriateness of content and administrative efficiency of PATA communications is maintained.
- **Budget** - Cost-efficiencies and effective budget management and decision-making.
- **Stakeholder feedback** - Receiving positive feedback from internal stakeholders and external audiences on the quality and relevance of content developed.
- **Metrics** - Engagement metrics such as likes, comments, shares, reactions on content shared.

LOE: 25%

3. Stakeholder Engagement and Management

- Working with the Communications Manager to support the communications of PATA's programmes, events, engagements, and campaigns (including summits, forums, webinars, conference presentations and meetings).
- Supporting the development and preparation of materials and marketing aligned to PATA events, engagements, or campaigns.
- Contributing to the successful organisation of in-country HIVE stakeholder events, briefings or forums.
- Continuous updating of HIVE databases.
- Liaising with key stakeholders to partner in organising and delivering on joint events, campaigns, and engagements.

Measures

- **PATA network participation** - Degree of visibility and participation of PATA network and its partners in events, advocacy campaigns and engagements.
- **External feedback** - Feedback from stakeholders on their engagement experience and satisfaction with interactions.
- **Internal feedback** - Feedback from internal PATA team on satisfaction with material developed and work done.

LOE: 25%

4. Knowledge Management

- Managing PATA's HIVE programme communication platforms and libraries, while supporting the development and coordination of all tools and resources.
- Building systems to curate information exchange and interaction across the PATA network in support of PATA values.
- Supporting the development and dissemination of internal tools and resources.
- Supporting outreach, engagement, and capacity building efforts through linking and learning platforms in-country and regionally.
- Ensuring that resources are managed correctly and are easy to access for the PATA team.
- Supporting development and utilization of the PATA Hub as a linking and learning platform.
- Working with M&E to identify trends, lessons and utilise data for the development of case studies, best practises and sharing lessons learnt within and between countries and programmes.

Measures

- **Utilisation of resource libraries** - Engagement and use of PATA resource libraries.
- **Filing** - Organised and updated filing.
- **Updating databases** - Updated databases for in-country programmes.

LOE: 25%

Qualifications and Experience

- A degree in Communications, Journalism, Marketing, English, Design or a related field.
- At least 2 - 5 years experience in Communication, Content Creation, Campaign Development, Event Planning and Stakeholder Engagement.

- Excellent communication and interpersonal skills, with the ability to work effectively with diverse teams and stakeholders.
- Proficient in Software Applications like MS Office (PowerPoint, MS Word, Excel, Publisher) and Canva.
- Must be able to work independently.
- Must have flexibility of work.
- Proficiency in English is required; Knowledge of French, Portuguese or other languages is an advantage.

How to apply

Interested applicants should submit the following by e-mail to ireti@ngorecruit.com quoting reference number **NTP017**:

- A CV in Word or PDF format (please include 3 references).
- A 1-page cover letter outlining how your skills and experience align with PATA's mission and the unique qualities you will bring to this role.

Application Deadline: **22 October 2024**

Interested applicants are encouraged to apply ASAP. Only shortlisted candidates will be contacted. For more information about PATA, visit their [website](#) and [Twitter](#) account.