



## Terms of Reference (ToR)

**Position:** Regional Communications and Advocacy Officer

**Duty Station:** Kenya (with regional travel across East Africa)

**Reporting to:** Chief Executive Officer

**Job Grade:** 4

**Department/Pillar:** Advocacy

### 1. Background

RELI Africa is a regional network committed to improving foundational learning outcomes through evidence generation, partnerships, and policy influence. To enhance visibility, strengthen stakeholder engagement, and amplify the organization's impact across the region, RELI seeks to recruit a Regional Communications and Advocacy Officer to lead strategic communications, advocacy, and knowledge management functions.

This role will ensure consistent branding, effective dissemination of evidence and learning, and meaningful engagement with partners, donors, media, and policymakers.

### 2. Purpose of the Assignment

The Regional Communications and Advocacy Officer will provide strategic leadership in communications, branding, advocacy, and media engagement to position RELI Africa as a leading voice in education and learning systems strengthening across East Africa and beyond.

### 3. Scope of Work and Key Responsibilities

#### A. Communication, Branding, and Visibility (35%)

- Develop and implement RELI Africa's communications strategy and annual work plans aligned with the organizational vision, mission, and strategic objectives.
- Coordinate execution of communication activities across all countries and programs to enhance visibility, credibility, and brand positioning.
- Oversee production of high-quality communication and multimedia products, including reports, briefs, blogs, infographics, videos, newsletters, and photography.
- Ensure consistent application of RELI Africa's branding across all publications, events, and digital platforms.
- Write, edit, and disseminate external communication materials such as press releases, website content, annual reports, and speeches.
- Provide strategic communications support to the CEO and Country Coordinators to ensure coherent organizational messaging.
- Build internal staff capacity through training and mentoring on storytelling, impact communication, and effective use of digital platforms.

#### B. Advocacy and Outreach (35%)

- Support the development and implementation of RELI Africa's advocacy strategy and agreed advocacy objectives.
- Produce advocacy and outreach materials including policy briefs, newsletters, donor updates, briefing notes, case studies, and campaign content.
- Support advocacy campaigns, policy dialogues, and stakeholder engagement initiatives across the RELI Africa network.
- Prepare communication materials for donor engagements, external reporting, and high-level events.
- Research, draft, and publish thought leadership content related to education policy, project outcomes, and RELI Africa's thematic focus areas.
- Develop media toolkits and social media packs for flagship events, initiatives, and campaigns.





### **C. Media Relations and Digital Engagement (20%)**

- Conduct regular media monitoring on education and policy issues relevant to RELI Africa's work.
- Manage and regularly update RELI Africa's website and social media platforms.
- Develop and implement a social media strategy to increase reach, engagement, and influence.
- Build and maintain strong relationships with journalists, editors, and media houses, and maintain an up-to-date media contacts database.
- Track and analyze media coverage, online mentions, and digital engagement metrics.
- Prepare and submit weekly, monthly, and quarterly media and communications performance reports.

### **D. Coordination and Other Support (10%)**

- Support coordination and logistical preparation for RELI Africa events, meetings, and advocacy activities.
- Ensure quality documentation of activities and events through photography, videography, and storytelling.
- Assist in the development of communication toolkits, publications, and capacity-building materials.
- Participate in staff meetings, network meetings, and retreats as required.
- Develop and monitor budgets related to communications and advocacy activities.
- Perform any other duties as assigned by the Chief Executive Officer.

### **4. Deliverables**

The Officer will be expected to deliver:

- a. Develop and implement RELI Africa's communications strategy and annual work plans aligned with the organizational strategy.
- b. Lead the execution of communication activities across all countries and programs.
- c. Produce high-quality communication products including reports, briefs, blogs, infographics, videos, and newsletters.
- d. Ensure consistent application of RELI Africa's branding across all publications, events, and digital platforms.
- e. Write, edit, and publish external communication materials including press releases, website content, speeches, and annual reports.
- f. Support advocacy strategy implementation through the development of advocacy and outreach materials and campaign content.
- g. Prepare communication materials for donor engagements, policy dialogues, and stakeholder events.
- h. Manage RELI Africa's digital platforms, conduct media monitoring, and track communication performance metrics.
- i. Document events and program outcomes through photography, videography, and storytelling and submit regular performance reports.
- j. Support coordination, budgeting, and administrative communication functions and perform other assigned duties.

### **5. Duration**

This is a full-time position on a contractual basis in line with RELI Africa HR policies.

### **6. Reporting and Supervision**

The Officer will report directly to the Chief Executive Officer and supervise interns or communication support staff where applicable. Regular progress updates and reports will be required.





## 7. Required Qualifications and Experience

- Bachelor's degree in communications, Journalism, Public Relations, Marketing, or related field
- Minimum five (5) years' relevant experience in communications and advocacy
- Experience in donor-funded or nonprofit environments preferred
- Demonstrated skills in writing, editing, branding, and digital communications
- Knowledge of photography, videography, and design tools (e.g., Canva, Adobe Suite)
- Experience managing websites and social media platforms
- Strong media relations and stakeholder engagement skills

## 8. Competencies

- Excellent written and verbal communication
- Strategic thinking and creativity
- Strong organizational and project management skills
- Analytical and reporting skills
- Teamwork and interpersonal skills
- High integrity and professionalism
- Ability to work independently and under deadlines
- Willingness to travel within the region

## 9. Working Conditions

Normal office-based working conditions with occasional travel across East Africa and participation in events and field activities.

## 10. How to Apply

Interested candidates are encouraged to submit their cover letter and CV as a single PDF document to [careers@reliafrica.org](mailto:careers@reliafrica.org) cc [irene.odhiambo@reliafrica.org](mailto:irene.odhiambo@reliafrica.org) for the job application by February 28<sup>th</sup>, 2026. Please indicate "Regional Communications and Advocacy Officer" on the subject line of the email. Only shortlisted candidates will be contacted.

## 11. Special Notice

RELI Africa is an equal opportunity employer committed to creating a diverse and inclusive workplace. All employment decisions are made based on qualifications, experience, and organizational needs.

Applicants are not required to make any payments at any stage of the recruitment process.

