



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's communications strategy and annual plans aligned with the organizational strategy.
- Lead the execution of the communications plan across all countries and programs.
- Coordinate production of high-quality communication products including reports, briefs, blogs, infographics, videos, and newsletters.
- Ensure consistent branding across all publications, events, and platforms.
- Write, edit, and publish content such as press releases, website materials, annual reports, and speeches.
- Support country teams in packaging and disseminating program results and impact stories.
- Edit knowledge products and reports for external communications.
- Build staff capacity on effective communication and storytelling.

B. Advocacy and Outreach (35%)

- Support development and implementation of RELI's advocacy strategy.
- Produce advocacy and outreach materials including newsletters, briefing notes, donor reports, blogs, and press releases.
- Support advocacy campaigns and stakeholder engagement initiatives.
- Prepare communication materials for donor meetings, events, and policy dialogues.
- Develop media toolkits and social media packs for campaigns and flagship events.
- Draft and publish thought leadership content on education policy and related issues.

C. Media Monitoring and Digital Engagement (20%)

- Conduct regular media monitoring on education and policy issues.
- Manage RELI's website and social media platforms.
- Develop and implement social media strategies to increase engagement and visibility.
- Track analytics, media coverage, and online engagement metrics.
- Maintain updated media contacts and relationships.
- Prepare weekly, monthly, and quarterly communication performance reports.





D. Coordination and Administrative Support (10%)

- Support coordination and logistics for events and advocacy activities.
- Document events through photography, videography, and storytelling.
- Assist in development of communication toolkits and materials.
- Develop and manage communication budgets and expenditures.
- Perform other duties as assigned.

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 cc irene.odhiambo@reliafrica.org for the job application by February 28th, 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.

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Regional Education
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