



Sentebale is a charity working in Lesotho and Botswana to support some of the most vulnerable children and young people to lead healthy and productive lives. Sentebale hereby invites suitably qualified and competent Basotho to apply for the vacant position of **Communications Coordinator**.

Job purpose

The Communications Coordinator shall be responsible for the overall coordination of organization wide programmatic communication and advocacy. The purpose of the role is to coordinate communication emanating from the lessons learned and success stories from all Sentebale's programmes.

Duties and Responsibilities

Under the direct supervision of the Programs Director, the Communications Coordinator shall be responsible for the following duties and responsibilities:

- Communicating Lesotho country programmes in line with internal data protection policies.
- Communicating strategic impact of Sentebale's programmes.
- Profiling participants using camera and in line of Sentebale policies regarding consent and distribution of photographs.
- To ensure there is learning from programme delivery and impact.
- Support the programs teams to document success stories and promising practices.
- Work closely with the Sentebale UK office and Botswana advocacy office to share content regarding communications from programmes.
- Create and distribute press releases, media relations content, bi-annual newsletter content and speaking proposals;
- Research, write copy, edit and proofread accurate and engaging copy for articles, publications, website, social media and press releases;
- Promote the organization through public relations initiatives;
- Identify, develop and execute communications strategy for key media contacts and corporate partners;
- Develop and manage media relationships and coordinate/manage press interviews in support of the Country Director's office;
- Research media coverage and industry trends;
- Contribute to the development and drive the implementation of marketing strategies with Sentebale;
- Create and maintain marketing and promotional materials, both print and electronic;
- Design and create advertisement materials to help support the organization's marketing needs;
- Continuously update the content to provide up to date information about the organization and its activities;
- Continuously monitor the Sentebale Website for compliance with all policies and Liaise with UK office as required;
- Create and maintain organization literature and other forms of communication;

- Develop organization wide content and ensure innovative content ideas;
- Work directly with Programmes Director to identify and execute project needs and specifications;
- Brief senior management on design, copy, image, and content needs for promotional or communication activities;
- Act as a brand steward, upholding brand and trademark standards and consistency in all duties;
- Contribute to the safeguarding and promotion of the welfare and personal care of our beneficiaries and with regard to Child Protection and Safeguarding policies;

Qualifications and experience

- Bachelor's degree in marketing and communications, Public relations, or equivalent;
- Minimum 3 years of working experience in a similar role and sector;
- Excellent communication skills with the ability to convey key messages in a clear, effective way;
- The individual should be an excellent writer and have experience in social media and graphic design;
- The candidate shall demonstrate ability to coordinate, execute, monitor, and increase the charity's brand awareness and marketing and communications efforts;
- Strong writing, editing, proofreading and layout/design skills are essential;
- Comfortable and professional in situations that require high levels of confidentiality or sensitivity;
- Knowledge of the development challenges in Lesotho including HIV/ AIDS and wider issues affecting the lives of young people;
- Good knowledge of Microsoft Office software (Outlook, Word, Excel, PowerPoint), and internet;

Attributes

- Adherence and knowledge of health, child protection, Prevention of Sexual Exploitation and Abuse (SEA) and education issues;
- Excellent record of working children and young people. No past allegations of SEA;
- Ability to function with mature judgement, tact and diplomacy ensuring that Sentebale Policies and procedures are consistently complied with at all times;

Application letters including a detailed CV and certified copies of relevant qualifications should be submitted to:

email address: careers@sentebale.org.ls OR

Hand deliver to the following address: **Thaba-Bosiu, Ha Ramarame – Lihaseeng, Mamohato Children's Centre (MCC)**



Closing date for submission of applications is Friday 20th May 2022

Disclaimer: Only shortlisted candidates will be contacted