



Overview

Chama cha Uzazi na Malezi Bora Tanzania (UMATI), established in 1959, is an autonomous voluntary national NGO originally incorporated under CAP 337 in 1973 and established under Non-Governmental Organization Act No. 24 of 2002 in 2019 with registration number 00NGO/R2/000231. It is a full member association (MA) of the International Planned Parenthood Federation (IPPF), accredited in 2015.

UMATI works in partnership with the Ministry of Health, Community Development, Gender, Women, and Special Groups, and Regional Administration and Local Government (PORALG) with the goal of providing sexual and reproductive health (SRH) education, information, and services in Tanzania.

The Association has a long history of pioneering SRH programs in Tanzania, including family planning (FP) services through its own clinics in Kilimanjaro, Dodoma, Morogoro, Songea, and Mbinga. These clinics provide integrated SRH information and services to youth, women, and men of reproductive age.

UMATI wishes to recruit qualified and experienced candidates to fill the following vacant position below:

Job title: Project Communication Coordinator

Reporting to: Head of Programs

Location: UMATI Head Office, Dar es Salaam

Job Purpose:

The project coordinator plays a crucial role in developing and implementing effective communication strategies to enhance the organization's brand image, engage

stakeholders, and promote its goals and initiatives. He or she is responsible for managing all internal and external communications, ensuring consistency, clarity, and alignment with the organization's overall objectives. The Project Coordinator, Communications, serves as the primary point of contact for media relations, public relations, and internal communications, working closely with various departments and teams to facilitate effective communication across all channels. The candidate works collaboratively with internal and external stakeholders on study dissemination for advocacy, executes project initiatives, and serves as the staff writer on communications platforms including, but not limited to, web content, brochures, newsletters, briefs, reports, press releases, annual reports, presentations, social media, and training videos. This position will develop relationships with media agencies, publications, and editorial staff and implement the protocol for official interaction for media inquiries, press conferences, and media visits.

DUTIES AND RESPONSIBILITIES

Develop and execute communication strategies:

- Create and implement comprehensive communication plans that align with the organization's objectives.
- Ensure all aspects of approved PR/brand are adopted in all content—documents, presentations, brochures, advertisements, and speeches.
- Influence the tone, look, and feel of shared media platforms with close coordination with the UMATI executive team.
- Provide feedback and observations towards refining or rethinking strategies.

Maintain media and public relations:

- Coordinate the communication activities, including the dissemination of key findings related to SRH studies conducted by UMATI and its partners to a wider audience for advocacy purposes.
- Establish and maintain relationships with media outlets, journalists, and influencers.
- Develop and distribute press releases, respond to media inquiries, and organize media events to generate positive media coverage.
- Monitor media coverage and provide timely and accurate information to the media as needed.
- Identify suitable programs, events, and media leveraging and positioning initiatives.
- Mitigates reputational risk.
- Assist with developing the business case for UMATI and ensure visibility with crucial business media, the government, and the local donor community.
- Ensure high-quality, relevant, timely, brand-consistent, and fresh project content is published and regularly updated on UMATI's website and social media platforms.

Content Creation:

- Develop engaging and persuasive content for various communication channels, including websites, social media platforms, newsletters, and marketing materials.
- Collaborate with internal teams to gather information and insights and produce high-quality written and visual content that resonates with the target audience.
- Lead and serve as a staff writer and editor for a broad array of organizational communications, including, but not limited to, brochures, newsletters, speeches and presentations, infomercials, short clip videos, annual reports, and presentations.
- Participate in project impact documentation; contribute to writing and editing final reports, success stories, and learning pieces. documentation: support the finalization of the learning pieces and success stories and support dissemination to stakeholders.
- Producing communications technical progress reports and any other reports as may be required;
- Manage the project's media bank (photos, videos, and publications) and ensure the correct details are included (proof of consent, photographer credit, etc.).

Internal Communications:

- Develop and execute internal communication strategies to ensure consistent and effective communication with employees, which includes creating and distributing internal newsletters, managing internal communication platforms, and organizing organizational-wide events to foster engagement and alignment.

Brand Management:

- Maintain and enhance the organization's brand identity and reputation through consistent messaging and visual identity across all communication channels.
- Ensure brand guidelines are followed and provide guidance to internal stakeholders on brand-related matters.
- Provide direct in-house training on communications, e.g., writing, photography, public speaking, and presentation skills, for the program staff.
- Ensure UMATI's brand is understood and complied with by all staff in all external communications.
- Assist the senior management team to prioritize and manage engagement with critical stakeholders in the media, donor community, partnerships, government, and regulators.

Performance Measurement:

- Monitor and analyze the effectiveness of communication efforts through the use of analytics tools and feedback mechanisms.

- Provide regular reports on key performance indicators, evaluate the impact of communication activities, and make recommendations for improvement.
- Scans the environment from time to time and identifies future or perceived challenges for UMATI.

Required qualifications:

- A relevant technical qualification, such as a Master's degree in Communications, Mass Media, or Journalism
- Additional training in project planning, management, and advocacy

Required experience:

- At least 5 years of experience in managing communication programs in a development field, with a particular focus on health and SRH/FP
- Building communications and partnerships with the government and development partners.
- Developing or implementing communication and dissemination strategies and using evidence in communications
- Building communications and partnerships with the government.
- Digital communications, development, and management of websites and social media.

Required skills:

- Excellent writing, editing, message delivery, dissemination, and presentation skills both in English and Kiswahili
- Experience and skills in using online and social media platforms for communication and promotional activities
- Interpersonal communication (IPC) expertise regarding campaign design and implementation tool development, implementation monitoring, and evaluation of IPC interventions
- Developing or implementing communication and dissemination strategies and using evidence in communications
- Good social skills and the ability to work and communicate in an international environment and in communities of diverse cultures
- Good basic computing skills and experience in the layout of documents using Word and InDesign
- Fluency in English and Kiswahili

GENERAL CONDITIONS

- Applicants must attach an up-to-date Curriculum Vitae (CV) with reliable contacts, a postal address or postal code, e-mail, and telephone numbers;
- Applicants should apply on the strength of the information given in this advertisement.
- Applicants must attach their certified copies of the following certificates:
 - Degree Certificates;
 - Degree transcripts;

APPLICATION INSTRUCTIONS:

Interested, eligible candidates are invited to send their applications to the Executive Director via applications@umati.or.tz.

Your application should include a cover letter detailing why you are the best fit for this position, your CV with relevant skills and experience, and three reliable referees, including names, addresses, telephone or mobile numbers, and email accounts. All applications should be addressed to the address below no later than **September 20, 2023, 11:59 p.m.** Only shortlisted candidates will be contacted.