



Job Description

Media and Communications Coordinator (“Mtoto Kwanza!” ECD Policy and Programming Advocacy Project)

Programme: “Mtoto Kwanza!” Project, Tanzania

Reports to: Strategic Partnerships and Advocacy Manager

Contract Type: Fixed Term for 3-Years

Duty Station: Dar es Salaam or Dodoma, Tanzania

Start Date: October 2021

Background

Children in Crossfire is a registered charity in Ireland that facilitates International Development and Development Education (DE)/Public Engagement (PE) activities. Our vision is a compassionate world where every child can reach his or her potential. We work in partnership with local organisations in Tanzania and Ethiopia to improve the lives of the most disadvantaged young children, with a particular focus on Early Childhood Education (ECE). By improving childhood care we are changing lives and empowering young children and their communities to build a better future. In Ireland, we work through DE and PE to engage the public in issues of global justice, and through PE we also advocate for increased investment in ECE.

The Children in Crossfire Tanzania country programme is delivered through direct programming and national policy engagement. Our programme of work includes an innovative partnership with the Union of Tanzania Press Clubs (UTPC) that supports quality ECD journalism across all of Tanzania’s mainland regions. Children in Crossfire recently secured a major grant from the Conrad N. Hilton Foundation to deliver an ambitious project championing ECD policy and programming advocacy in partnership with the Tanzania ECD Network (TECDEN) and UTPC. The project will provide support to the government of Tanzania and wider ECD stakeholder ecosystem to raise the profile of ECD policy and programming in Tanzania, including supporting the roll-out and coordinated progress monitoring of the landmark National Multisectoral ECD Programme at national and sub-national levels. In particular the project will support civil society engagement with national monitoring mechanisms as well as establish a nationwide network of local civil society organisations to effectively engage regional and local government in ECD programming. Community engagement will be further enhanced via the network of UTPC ECD champion journalists reporting locally on ECD agenda across all 26 mainland regions, including working closely with community radio. The new project to be more popularly known as ‘Mtoto Kwanza!’, is closely aligned with wider national ECD programme commitments.

Context of the role

Reporting to the Children in Crossfire Tanzania Strategic Partnerships and Advocacy Manager, the Media and Communications Coordinator will be based in either Dar es Salaam or Dodoma, and perform the Children in Crossfire focal point for providing supportive supervision to the strategic partnership with UTPC. The Media and Communications Coordinator will work closely with the UTPC Secretariat and directly support the network of ECD champion journalists, as well as establish structured collaboration with community radio across all regions nationwide. The role will continually reflect on project performance and collaborate closely with an independent evaluation that aims to demonstrate the contribution of media to facilitating national policy implementation. To this end, the role will also ensure effective collaboration and strong partnership developed across UTPC and TECDEN in major project activities and to optimise the delivery and impact of media-led advocacy and accountability of ECD provision sub-nationally nationwide.

Major Responsibilities

- 1) Lead in the implementation of the strategic partnership with the Union of Tanzania Press Clubs (UTPC);
- 2) Work closely with the network of ECD champion journalists to ensure high quality local media coverage of ECD;
- 3) Provide Children in Crossfire project lead to the network of community radios and wider information education communications (IEC) promoted across the *Mtoto Kwanza!* project;
- 4) Implement and adhere to Children in Crossfire's organisational communications strategy;
- 5) Work closely with the wider Children in Crossfire team providing support as and when required.

Specific Responsibilities

1) Lead in the implementation of the strategic partnership with the Union of Tanzania Press Clubs (UTPC):

- Maintain close working collaboration and supportive supervision of the UTPC Secretariat Coordinator to ensure effective project management including developing annual workplans, quarterly progress reviews and facilitating continuous action learning for project improvement;
- Prepare quarterly disbursement checklist on status of strategic partnership with UTPC and project implementation progress for informing disbursement cycles;
- Ensure adherence with Children in Crossfire finance policy, practices and procedures across all finance transactions related to the project and wider remit;
- Work closely with the Strategic Partnerships and Advocacy Manager to ensure that all reasonable measures are taken to ensure adherence to safeguarding and related child protection policy, practice and procedure across Children in Crossfire Tanzania media and communications support;
- Prepare high standard reports on the project progress for internal and external reporting.

2) Work closely with the network of ECD champion journalists to ensure high quality local media coverage of ECD:

- Provide supportive supervision and mentorship to the ECD champion journalists in preparing quality media reports with a particular commitment to dignified storytelling to raise awareness and local accountability to quality ECD provision;
- Establish and manage a group of consultant experts across ECD domains for providing high standard of technical backstopping support and current issue saliency specific to different ECD domains (including parenting, health, nutrition, early learning, and protection);
- Work closely with UTPC Secretariat to facilitate regular bi-monthly virtual check-ins with the network of journalists, and effectively implement annual progress review meetings of project performance including upcoming workplans;

- Work closely with the Children in Crossfire project management and UTPC Secretariat to prepare training programmes and ongoing targeted capacity-building of the network of ECD champion journalists including ECD specialization and quality journalism to influence policy implementation;
- Work closely with the Children in Crossfire project management and MEL advisory team to develop and implement a MEL package that enables qualitative enquiry of the quality and efficacy of ECD media reporting for catalyzing local accountability of communities and local government to improved ECD access and provision;
- Work closely with the Children in Crossfire project management and MEL advisory team to prepare and oversee the procurement of project baseline and endline surveys for media monitoring;
- Support effective collaboration between the network of ECD champion journalists and the network of local civil society organisations supported by TECDEN (Tanzania ECD Network) across respective regions nationwide to optimise the delivery and impact of media-led advocacy and accountability of ECD provision sub-nationally

3) Provide Children in Crossfire project lead to the network of community radios and wider information education communications (IEC) promoted across the *Mtoto Kwanza!* project:

- Establish and maintain a network of community radios across all Tanzania mainland regions for structured collaboration on promoting quality ECD media coverage and wider community awareness;
- Ensure effective collaboration between the network of community radios and ECD champion journalists with respective regions;
- Provide Children in Crossfire project lead to manage the production of jingles and agree a schedule for airing quarterly across the network of community radios nationwide to carry targeted ECD IEC messaging that promotes saliency of a particular policy issue and/or marks international cause days.
- Provide Children in Crossfire project lead to develop and manage a format for biannual radio programmes to be aired across the network of community radios nationwide that promote local voices from the community to engage with targeted ECD IEC messaging;
- Provide technical support to the wider Children in Crossfire and TECDEN partnership in effective implementation of project communication strategy including production of ECD IEC materials for a range of purposes e.g. social media infographics for community engagement, and communication packages for large stakeholder meetings.

4) Implement and adhere to Children in Crossfire's organisational communications strategy:

- Work closely with the Strategic Partnerships and Advocacy Manager and the Communications Team at Head Office to effectively implement the Children in Crossfire Communications Strategy;
- Work closely with the Strategic Partnerships and Advocacy Manager and programmes team in supporting the development of communications materials for wider Children in Crossfire Tanzania ECD/E programming ensuring these materials follow all relevant protocols/procedures as agreed in Children in Crossfire such as Dochas code of conduct and Dubai Cares dignified storytelling;

- Support Children in Crossfire communications engagement in wider ECD processes and activities e.g. participation in Children in Crossfire Communications Group, international cause days, parallel initiatives led on by other stakeholders etc.

5) Work closely with the wider Children in Crossfire team providing support as and when required:

- Report to the Children in Crossfire Tanzania Strategic Partnerships and Advocacy Manager on a monthly basis or as and when required and more specifically in relation to strategic performance objectives that are developed and signed off on annual basis;
- Maintain a close technical line of communication and mentorship with the Children in Crossfire Tanzania *Mtoto Kwanza!* Project Team Leader so as to ensure consistent understanding of the project progress across all partners and all levels;
- Be a strong team player for Children in Crossfire both internally and externally by motivating others to become actively involved to support the organisation;
- Attend and participate fully in organisational team meetings as and when required;
- Be flexible in terms of working hours, as the role may include working at weekends and in the evenings;
- Adhere to all organisational policies, practices and procedures and implement accordingly;
- Undertake any other duties to support the operations of the organisation as and when required.

Safeguarding Risk

This role is considered to present a **medium-priority rating of safeguarding risk**. The role has some contact with children/vulnerable adults but not as a regular part of their work

Person Profile

- Educated to minimum of a Bachelor's degree level in relevant discipline (such as communications, social sciences, other).
- Demonstrable track record of personal continuous professional development in communications specialization.
- Minimum of three years' work experience in a communications role in development programming.
- Demonstrable experience in developing information education communications (IEC) and supporting behaviour change communications (BCC) in development programming, preferably in child development.
- Demonstrable experience in engaging with monitoring, evaluation and learning (MEL) processes for advocacy and communications programmes.
- Demonstrable experience of working closely with journalists and media houses for supporting quality media coverage of social issues.
- Demonstrable experience of using targeted social media engagement on social issues.
- Demonstrable experience of providing capacity-building support and supportive supervision in IEC/BCC to local civil society organisations in delivery of development programmes.

- Strong understanding of early childhood development (ECD) development programming would be considered a significant advantage.
- Excellent written and oral communication skills in Swahili and English.
- Good understanding of key principles of safeguarding and child protection, including demonstrated practice of these in a professional context.
- Ability to work to deadlines, prioritise and take initiative.
- Committed to the aims and values of Children in Crossfire, and work as part of the team.
- Commitment to confidentiality.
- Carry out your work with integrity.