



## **VACANCY ANNOUNCEMENT**

### **ABOUT MERCY CORPS**

Mercy Corps is a leading global organization powered by the belief that a better world is possible. In disaster, in hardship, in more than 40 countries around the world, we partner to put bold solutions into action — helping people triumph over adversity and build stronger communities from within. Now, and for the future.

### **GENERAL PROGRAM SUMMARY:**

Mercy Corps' AgriFin (MCA) Program seeks to address the inclusion gap for smallholder farmers who lack access to affordable, accessible, demand-driven products and services that drive higher productivity and income for farm families. The AgriFin program utilizes a market ecosystem approach, working with carefully selected partners to build sustainable models, where farm and crop management tools and financial services are "bundled" in affordable, unified platforms leveraging digital channels to promote mass uptake commercially. The program involves three interrelated components that seek to address low farmer productivity and capability and improve institutional ability to deliver appropriate products and build ecosystems to drive scale. We work with farmers, banks, mobile network operators, MFIs, research institutes and other ecosystem players in well-defined partnerships to sustainably bundle services, leveraging the offer and outreach of all partners, while increasing the range of services, access points and value for farmers. The program works with partners to identify, prototype, test and scale successful digitally enabled services for smallholders, with a key focus on expanding access to financial services, using a rapid iteration approach to product development and client-centric design techniques.

Our project goal is for smallholder farmers to gain full access to impactful, demand-driven, technology-enabled financial products, tools, channels and knowledge that significantly increase farm productivity and family income, delivered by vibrant ecosystems of diverse service providers. Program operations are taking place five countries anchored around a central "Hub" office in Kenya, expanding to serve Tanzania, Zambia, Nigeria, and Ethiopia, with potential to expand to other Mercy Corps countries, globally.

### **GENERAL POSITION SUMMARY:**

The Senior officer, communications, and outreach will conduct activities across the breadth of the AgriFin portfolio. They will primarily support Monitoring, Evaluation, Research, Accountability and Learning (MERAL) activities across MCA technical engagement managers and partners, specifically maintaining and building MCA's brand image, by creating and publishing content, on the website, social media channels, press releases, annual reports, and other promotion materials. The role also includes arranging and planning for events, interviews, compiling and sharing related analytics and metrics, keeping a narrative of media coverage.

The senior officer will implement communications and social media strategies to achieve internal and external learning objectives and ensure appropriate feedback loops are in place to fully maximize partner engagement and learning.

#### ***Activity (1): Learning, Communications and Event Management Support:***

- In coordination with the MERAL Director, lead the development and implementation of the organization's external and internal communication strategies, including media/public relations,



marketing, general communications, and employee-focused communications, in line with the organization's vision, strategy and values. This includes working closely with the technical team on donor/prospect fundraising communications, materials, and support.

- In coordination with the MERAL Director, publish content on social media and the AgriFin website, maintaining continuity of themes, designing layout, streamlining navigation, and increasing online presence to potential partners.
- Working with the MERAL director, in liaison with the technical team, coordinate and plan the Annual Learning Event (ALE), including the formation of schedules, agendas, promotions, and other event coordination in collaboration with the AgriFin and external communications teams.
- Support MCA and partner initiatives to implement their communication and social media strategy, draft and publish bi-weekly newsletters, document, socialize, and share major achievements, milestones, and updates.
- Help AgriFin achieve a strong, visible global presence by developing concepts with viral potential and act as an advocate for the company in social media spaces, engaging in dialogues and answering questions where appropriate.
- Managing the technical upkeep of the AgriFin website, including ensuring its products are mobile-friendly and multi-platform ready. Where required, collaborate with development teams to discuss, analyse, or resolve usability issues.
- Maintain continuous insight on engagement rates with AgriFin's social media channels and website, sharing performance regularly with the team.
- Manage AgriFin mailing lists and internal file storage system, ensuring its upkeep and organization.
- Serve as lead focal point with HQ communications teams to ensure efficient coordination and collaboration and information sharing on program work, evaluation results and communications flows.
- Build and maintain relationships internally, and with external stakeholders to ensure, fulfilling funding requirements and agreements. Help identify, develop, and maintain key communication channels, adapting and improving them in line with external trends and business needs.

***Activity (2): Research Engagements and Program Support:***

- Providing research, analysis, drafting, and other support for thought leadership pieces (e.g., journal articles, op-eds, white papers) produced by MCA team and partners.
- Facilitate support to consultants and research firms in accessing program data and learnings.
- Support the MERAL Director towards knowledge management activities, organize and enable the launch and successful management of AFA impact assessment work, including coordination of projects, the development and maintenance of project summaries, progress reports and status updates.
- Support the consolidated project tracking using relevant tools such as dashboards and pipelines of learning engagements based on project plans, milestones, and roadmaps agreed to with engagement leads.
- Support the maintenance program databases, including engagement data and ecosystem player data, linking information to the program website and other communications channels.
- Lead and support in preparing terms of reference and scopes of work, memos, justifications, quality assurance, contracting, service completion and payment requests documents while providing support and oversight for consultants as required.
- Support the program in liaising with partners, specifically towards preparation of desk reviews and field reports. This will include scheduling and planning of field visits, note taking, logistical and planning support, organizing meetings and sourcing of vendors.
- Identify and document the core information needs of central project, management, the advisory committee, donors and partners.



- Other duties as assigned to by MERAL director in support of MCA communications and outreach efforts.

### **Supervisory Responsibility**

There is no supervisory responsibility associated with this role, but oversight of short-term consultants and vendors may be required.

### **Accountability**

**REPORTS DIRECTLY TO:** MCA MERAL Director.

**WORKS DIRECTLY WITH:** Program Director, Deputy Program Director, Country leads, Technical Managers, Communications & Learning Consultants, Finance, and operations staff.

### **QUALIFICATIONS:**

- Minimum of 6-8 years' related experience in Public Relations, Media Relations, Marketing Communications, Corporate Communications, Employee Communications, or related fields required. Both nonprofit and corporate experience is desired, as is having progressive responsibilities in managing these functions.
- Bachelor's degree in communication, marketing, public relations, Social Sciences, Development Studies. Master's Degree in any of the above is an advantage.
- Exceptional writing, grammar and editing skills with strong written and oral communication skills in English, including report development, writing and editing.
- Experience managing graphic communications and/or directly using graphic design tools (e.g. Adobe InDesign, Photoshop, etc.) preferred.
- Experience managing websites and email-distribution platforms, and/or working with website and other technology vendors and consultants, including WordPress and Salsa Labs.
- Experience managing other related communications vendors, such as news-distribution services, media-monitoring services, printing services or brokers, photographers/videographers, or suppliers.
- Demonstrates strong verbal interpersonal skills.
- Strong time management, supervisory and organizational skills.
- Experience creating/managing project budgets.
- Demonstrated knowledge of various software packages such as Microsoft Office
- Demonstrated understanding of digital financial services
- Experience with marketing agencies would be an added advantage.
- Demonstrated ability to work constructively in teams.
- Experience working in the region preferred.
- Demonstrated analytical and problem-solving skills, attention to detail, ability to follow procedures, meet deadlines and work independently and cooperatively with team members.
- Highly pro-active and self-disciplined.
- Experience with monitoring and evaluation a plus.
- Willingness to travel.

### **Success Factors**

The ideal candidate will have a strong curiosity for understanding complex relationships across institutions and individuals. Emotional intelligence in dealing with people working in fast-paced, outcome driven setting is essential. S/he will be an excellent writer, communicator, multi-tasker, and have excellent attention to detail, able to take ownership of tasks and follow-through until completion without much supervision. S/he will be a tolerant and flexible individual able to work in difficult and stressful environments and follow procedures. S/he



will be a team-player with a positive attitude toward problem solving and conflict resolution. The successful candidate will be focused on team building; be a strategic thinker, have strong skills in project management and maintain a sense of humour.

### **Diversity, Equity & Inclusion**

Achieving our mission begins with how we build our team and work together. Through our commitment to enriching our organization with people of different origins, beliefs, backgrounds, and ways of thinking, we are better able to leverage the collective power of our teams and solve the world's most complex challenges. We strive for a culture of trust and respect, where everyone contributes their perspectives and authentic selves, reaches their potential as individuals and teams, and collaborates to do the best work of their lives. We recognize that diversity and inclusion is a journey, and we are committed to learning, listening and evolving to become more diverse, equitable and inclusive than we are today.

### **Equal Employment Opportunity**

Mercy Corps is an equal opportunity employer that does not tolerate discrimination on any basis. We actively seek out diverse backgrounds, perspectives, and skills so that we can be collectively stronger and have sustained global impact. We are committed to providing an environment of respect and psychological safety where equal employment opportunities are available to all. We do not engage in or tolerate discrimination on the basis of race, color, gender identity, gender expression, religion, age, sexual orientation, national or ethnic origin, disability (including HIV/AIDS status), marital status, military veteran status or any other protected group in the locations where we work.

### **Safeguarding & Ethics**

Mercy Corps is committed to ensuring that all individuals we come into contact with through our work, whether team members, community members, program participants or others, are treated with respect and dignity. We are committed to the core principles regarding prevention of sexual exploitation and abuse laid out by the UN Secretary General and IASC. We will not tolerate child abuse, sexual exploitation, abuse, or harassment by or of our team members. As part of our commitment to a safe and inclusive work environment, team members are expected to conduct themselves in a professional manner, respect local laws and customs, and to adhere to Mercy Corps Code of Conduct Policies and values at all times. Team members are required to complete mandatory Code of Conduct eLearning courses upon hire and on an annual basis.

**Interested candidates who meet the above required qualifications and experience should submit a cover letter, detailed curriculum vitae (CV) listing three professional referees (including a recent supervisor) to the link below before Thursday, 18<sup>th</sup> January 2024 by 5.00pm.**

<https://recruiting2.ultipro.com/MER1024MERCY/JobBoard/37f6929f-9b61-486b-94c1-2ca23179877f/Opportunity/OpportunityDetail?opportunityId=25781334-adb3-4da7-b95d-ecfafbf32d8d>

**(Applications will be reviewed on a rolling basis. We will only get in touch with shortlisted candidates)**

**NB: Mercy Corps AgriFin Program does not charge any fee at any stage of the recruitment process.**