

## **Communications Officer, Trust for African Rock Art**

### **Organisational context**

TARA is an international, Nairobi-based organisation committed to recording the rich rock art heritage of the African continent, to making this information widely accessible and, to the extent possible, safeguarding those sites most threatened by humans and nature. To achieve its mission, TARA works closely with communities where rock art is found as well as with national and international heritage bodies. Since 1996 when TARA was founded we have documented prehistoric art in 19 African countries and built up an archive of over 25,000 images.

We are looking for a Communications Officer with stellar writing skills and a breadth of knowledge in social media, web and e-communications, and with an interest in innovation, challenges and learning. This opportunity requires the ability to coordinate, research, and create content (i.e., social media, website articles, donor communications, impact stories, program updates, etc.) for a variety of audiences including the general public, media, program partners and donors among others. The position will specifically be responsible for leading the daily management of social media and online communications for multiple online platforms.

The successful candidate will have a talent for writing, a self-starting attitude and a willingness to engage in projects ranging from writing, editing, proofreading, and leveraging social media and blogs-across several different publications while juggling multiple deadlines and priorities.

### **Responsibilities include:**

#### **Social media management**

- Develop and execute social media strategies to leverage editorial content across a variety of channels as well as drive reader engagement
- Manage TARA's current social media accounts
- Assess TARA's current social media presence and determine which new channels offer the best opportunity to increase the organisation's online presence;
- Set targets for increasing TARA's visibility and reach via Facebook, Twitter, Pinterest, YouTube, LinkedIn and other selected social networking sites
- Analyse and optimise monthly social engagement analytics and ad performance on all platforms; Monitor monthly social performance ensuring the yearly goals are met or exceeded;
- Maintain a list of all social media accounts log-in information and,
- Develop and implement social media campaigns, including use of paid advertisements.

#### **Content development and editorial support**

- Maintain and help to evolve the voice of web communications
- Research, write and edit SEO-rich, grammatically accurate content for TARA's website, e-mail newsletters and social media, taking a proactive approach to improve our communications and brand across all online channels
- Promote TARA in relevant media and network spaces and manage the production and delivery of appropriate outreach material, including key publications such as the annual report/newsletter

- Manage and update the website, including suggesting and implementing improvements where necessary
- Support the writing and editing of TARA's publications,
- Develop and maintain overall content strategy and standards for consistency across all digital communications

### **Other**

- Edit and revise TARA's communications strategy and plan as needed
- Develop and promote communication tools and resources to use in their external activities,
- Copyedit, review, and mark documents to ensure correct grammar, punctuation, spelling, sentence structure, and usage. Impose a consistent style while querying or correcting inconsistencies, flagging and checking head levels and callouts for graphics or notes, cross-checking in-text references, and styling reference lists or bibliographies.
- Train TARA staff on various social media tools and appropriate usage as necessary
- Develop and maintain positive working relationships with team members, and other units across the organization
- Any other duty as may be assigned

### **SKILLS AND QUALIFICATIONS**

- Bachelor's Degree in a relevant field with proven interest in communications and archaeology (rock art) eg Degree in Communications/Journalism with interest in archaeology, or degree in Archaeology with interest in communications
- 1-2 years' work experience in communications. 1-2 years professional experience with Facebook, Twitter, LinkedIn, Pinterest, YouTube, with proven results on impacting Key Performance Indicators of an organisation
- Expertise and experience leveraging social media communication channels to provide a compelling and inspired sense of an organisation's mission to a broad range of audiences
- Experience with HTML coding, website management, email distribution tools and content management systems
- Knowledge of social media management & analytics tools such as Hootsuite, Facebook Insights, Twitter Analytics, Pinterest Analytics, etc.
- Passionate learner and self-starter. You should be comfortable owning your projects and have a 'learner-focused' mindset. You have a propensity to take action, learn from your mistakes, and bring a wealth of knowledge to the team
- Excellent written and spoken English is essential, as well as a critical eye for editing and grammar
- Ability to work in a multi-cultural, multi-ethnic environment with respect for diversity
- Bonus: Ability to create multimedia and video content
- Bonus: French speaker

## **APPLICATION PROCESS**

If you would like to join our team, please submit your application to [tara@africanrockart.org](mailto:tara@africanrockart.org), quoting the position in the email subject matter, by July 18th 2016.

Applications will be reviewed on a rolling basis.

Interviews will be scheduled for short listed candidates. Each application should include the following:

- An updated CV (maximum 2 pages)
- An application letter which should include a summary of past experience, a preliminary assessment of TARA's web and social media presence and areas you identify for growth and contact information for two work-related referees.
- 2 writing samples

Applications not including all of the above information will not be reviewed.

Only short-listed candidates will be contacted. TARA is an equal opportunity employer