



MOVING THE GOALPOSTS

EMPOWERING GIRLS THROUGH FOOTBALL | KILIFI, KENYA

Moving The Goalposts is a sport for development organization established in the 2002 in Kilifi. The organization uses football to empower girls in the rural and urban areas of Coast region. MTG envisions a more inclusive, just and peaceful world where girls' and women' human rights are realized and protected. It uses a rights-based approach and focuses primarily on sexual and reproductive rights, health and choice. More than nine thousand girls (aged 9 – 25 years) participate in tournaments and ongoing leagues in Kilifi, Mombasa, Kwale and Tana River counties. MTG leagues are youth-led and managed and include girl advocates that promote health sexual choices, financial independence and female leadership. The organization seeks to fill the following position;

Position Title: Advocacy & Communications Officer -Based in Kilifi

Reporting to: Program Manager

Job purpose:

This position will oversee and ensure smooth coordination between the Moving the Goalposts' Advocacy & Communications Programs. This role includes the implementation of MTGs advocacy strategy particularly in the areas of gender equality, girl and young women empowerment, education, sport (football) and Economic empowerment; Influencing policy makers in the development, review and implementation of policies as relates to MTG strategic objectives, production of key and high quality offline and online multi-media content in support of the strategic objectives of Moving the Goalposts. This includes developing strategic advocacy and communication plans that further the goals of MTG and supporting staff to play their roles in communications.

Main Responsibilities:

Advocacy

- Development of evidence-based advocacy messaging including collection and analysis of relevant data that advises MTG' advocacy on girls and women empowerment in line with gender equality and access to health, education and equal opportunity in playing sports (football).
- Development and publication of advocacy communication materials in advancing girls and women rights and empowerment for internal and external use.
- Engage with policy makers to influence policy development or review and implementation geared towards advancing girls and women rights, inclusion and participation particularly in the area of health, education and sports.
- Lead the development and review of advocacy tools

Networking

- Strategic formulation and participation in networking forums, technical working groups contributing in interventions positively influencing gender equality, access and retention in education, economic empowerment and promoting women in sports



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- Build and/or convening alliances in line with MTGs advocacy areas.
- Stakeholder management and sharing MTGs best practices in relevant platforms aimed at influencing and promoting girl and young women empowerment in the areas of sport, health, education and economic empowerment.
- In liaison with the organization's departmental team leads, identify and develop action plans for emerging advocacy issues
- Build and maintain long-term relationships with policy makers, implementors and stakeholders.

Reporting

- Lead the development and use of relevant tools for organizational advocacy monitoring and reporting
- Monitor events, policy decisions, trends and other issues with implications for MTGs advocacy focus.
- Support efforts for quality, timely organizational reports such as weekly updates, newsletters, and donor related materials.
- In collaboration with program team support the documentation of best practices, success stories and overall organizational annual digital success story booklet
- Develop and submit quality and timely weekly, monthly and quarterly organizational and donor reports.
- Prepare and submit timely costed Workplan and effectively manage the advocacy budgets.

Capacity building

- Capacity building and mentorship of staff, beneficiaries in advocacy and communications
- Conduct regular community sensitization and capacity building on MTGs key advocacy issues (gender equality, Elimination of Gender based Violence, equal access to and retention in education, equal Access to economic empowerment opportunities)

Resource mobilization

- In collaboration with the entire team, lead in concept development aimed at furthering Moving the Goal Posts advocacy agenda and communications strategy

Strategy and planning

- Lead the development and review of an effective communication strategy.
- Coordinate the development and implementation of annual and quarterly communication plans

Implementation

- Lead the implementation of the communications plan, providing support to staff, building capacity, and providing weekly updates to their supervisor
- Commission and work with designers to develop info graphics, video, audio as the need arises
- Write, edit and distribute content including publications, press releases, website content, annual reports, speeches that communicate the organizations' the MTG's outcomes, products and/or services.



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Media and Social media engagement

- Oversee and regularly update the website and social media feeds
- In-charge of the coordination and implementation of MTGs social media strategy and plan
- Establish and maintain an effective relationship with journalists and maintain a media data base
- Coordinate MTG's publicity events

Records Management and Documentation

- Maintain records of all communications (products, social media, website, media coverage and collate analytics and metrics).
- Support the Executive Director in guest' relations at MTG with the view to create, maintain, enhance the reputation and goodwill of the organization.

Publications, Marketing and Branding

- Lead the development and compliance to MTGs marketing and branding plan

Qualifications:

- A University degree in Public policy, political science, Communication, International relation, Development Studies or any related field.
- Minimum of 4 - 8 years in communications & advocacy work on gender/education and sports and/or influencing policy.
- Excellent written and verbal communication skills and the ability to communicate complicated and technical issues in a concise and clear way, to a wide range of target audiences
- A track record of achieving results and strategic impact through Advocacy & Communications.
- Good time management and organization skills.
- Proficiency in Microsoft Office, Content Management Systems and social media platforms.
- Fluency in English and Kiswahili.
- Capacity in updating the website
- Social media expertise
- Desirable – video skills, audio, graphics
- Understanding of the sports for development and women rights community, preferably experience working with/in coalitions of other civil society organizations
- Knowledge of information management.

Skills

- Excellent analytical and critical thinking skills, including ability to find, absorb, analyze and prioritize information from many different sources, and proven experience of strategy development
- Ability to work under pressure, to tight deadlines, with competing priorities and minimal supervision
- Ability to think creatively and have an excellent communication and interpersonal skills.



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- Ability to travel – sometimes at short notice
- Flexibility and adaptability
- Excellent inter-personal skills and ability to work in multi-national, multi-cultural teams
- Computer literate and well versed in basic software (Word, Internet Explorer, Excel, etc.)

Application process

Application letters accompanied by a detailed CV should reach MTG on or before **7th October 2019** addressed to the Finance & Admin. Manager. The email to be sent to **humanresource@mtgk.org**. Ensure that the subject is clear with position advertised. Only shortlisted candidates will be contacted.