



Moving The Goalposts is a sport for development organization established in 2002 in Kilifi. The organization uses football to empower girls in the rural and urban areas of the coast region. MTG envisions a more inclusive, just, and peaceful world where girl's and women's 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 healthy sexual choices, financial independence, and female leadership. Girls are also encouraged to take up more leadership roles in their communities.

To further its mission, Moving the Goalposts seeks to recruit a Communication Officer to support programs.

Post Title: Communication Officer - Based in Kilifi

Reporting to: Executive Director

Job Purpose:

Supports MTG's communications in the development, production, distribution, and monitoring of high-quality multi-media content in line with the strategic objectives of Moving the Goalposts.

Main Roles and Responsibilities

1. Strategy Implementation

- Develop a communication strategy and plan, in line with the organization's Vision and Mission
- Lead the implementation of the communications plan, providing support to staff, building capacity, and providing weekly updates to their supervisor
- Ensure that communications is a team effort in MTG
- Commission and work with designers to develop infographics, video, and audio as the need arises
- Write, edit and distribute content including publications, press releases, website content, annual reports, and speeches that communicate MTG's outcomes, products, and/or services.

2. 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 database
- Tracking online mentions and engagements of MTG
- Development of the organization's annual reports and publications (Tunaweza Newsletters)

Empowering girls and young women through football.



3. Records Management and Documentation

- Maintain records of all communications (products, social media, website, media coverage and collate analytics and metrics).
- In collaboration with the 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 reports.
- Develop budgets and undertake budget monitoring and controls related to his/her docket

Academic Qualifications;

- Bachelor's degree in communications, journalism, or related field.

Skills & Experience:

- Minimum of 2-5 years of relevant experience in a communications role.
- Knowledge of desktop publishing software (InDesign/Photoshop).
- Excellent verbal, written, and interpersonal skills.
- Good time management and organizational skills
- Proficient in Microsoft Office, content management systems, and social media platforms.

Method of Application

Application letters accompanied by a CV – 3 pages maximum, should reach MTG on or before COB 15th July 2022, through this email address (humanresource@mtgk.org). The subject should indicate the position advertised. Please note that due to the many applications we may receive, only shortlisted candidates will be contacted.

Equal Opportunity Statement: Moving The Goalposts does not discriminate in employment on the basis of race, age, color, religion, sex (including pregnancy and gender identity), political affiliation, sexual orientation, marital status, or disability.

Safeguarding: We are committed to safeguarding and protecting children and young women and as such candidates will be subject to pre-employment checks.