



# TWENDE MBELE

## Terms of Reference for Communications and Learning Coordinator

**Contract Type:** Fixed term one year contract, Full time

**Location:** Johannesburg, South Africa

**Remuneration:** Competitive

**Reports to:** Programme Manager, Twende Mbele

**Application Deadline:** 10th February 2018

### About Twende Mbele

Twende Mbele is a multi-country peer-learning programme aiming to strengthen the use of Monitoring & Evaluation to improve performance and accountability of African governments. The core country partners are South Africa, Benin and Uganda, joined by capacity development partners CLEAR Anglophone Africa and IDEV at the African Development Bank. Recently Kenya, Niger and Ghana have come on board as collaborating country partners. The broader network includes over 12 African country governments, legislatures, civil society organisations, academic institutions and think tanks. Twende Mbele works to promote greater government accountability and performance by focusing on the following five areas:

1. Increased demand to use M&E tools within partner countries and by other governments for improved governance
2. Increased sharing in Africa around use of M&E for improved governance
3. Increased learning in Africa around use of M&E for improved governance
4. Specific M&E practices, policies, tools and procedures developed collaboratively
5. Effective and collaborative programme management, governance and operations

The Twende secretariat is housed at The Centre for Learning on Evaluation and Results Anglophone Africa, University of Witwatersrand, Johannesburg, South Africa. After one and a half years of implementation, the majority of the conceptual development has been completed and a number of network and country-oriented projects have been executed; others are still ongoing and new projects are being developed.

We are recruiting a Communications & Learning Coordinator (CLC) under the overall responsibility and direct supervision of the Twende Mbele Programme Manager. The CLC will design and execute a communications strategy for the Programme and provide support to learning and sharing activities and delivery of programme outputs.

The main purpose of this role is to provide communications and learning support to Twende Mbele, building African M&E practice through networking, peer lesson learning, and common development of M&E systems.

This one-year assignment will begin in February 2018, and is located at the CLEAR Anglophone Africa centre in Johannesburg, South Africa. It is a full-time position and will involve up to 20% travel time. These terms of reference define the purpose, scope and expected deliverables related to the assignment.

### Duties and Accountabilities:

The Communications & Learning Coordinator will report to the Twende Mbele Programme Manager, and will work closely with the Twende Mbele Country Teams on different knowledge management, learning and communication projects. The core responsibilities of the Coordinator include the following:

1. Plan and lead external communication efforts to strengthen awareness of Twende Mbele activities and knowledge, and raise the profile and visibility of Twende Mbele and the use of evaluation in general.
  - Draft a medium-term communications strategy and action plan for Twende Mbele, covering both strategic and ongoing communications. The strategy will define the different audiences that Twende wants to reach, the key messages/topics to be communicated, the channels to use, and the types of products to be developed.
  - Develop a basic set of communications materials about Twende Mbele and its work, such as a brochure, flyer/factsheet, press kit, introductory video and (PPT) presentation, on the basis of a corporate identity (“house style”) to be defined.
  - On an ongoing basis, produce and disseminate various communications materials, such as news stories, blogs, briefings, articles, media advisories, press releases, statements, speeches, factsheets, press/media kits, publicity materials, videos, animations, and write ups about Twende Mbele activities and events, for a variety of channels including the public website, the electronic newsletter, Twitter and the media.
  - Ensure appropriate layout, publication and dissemination, and oversee printing/production processes.
  - Develop and maintain Twende Mbele’s website and social media presence, reporting on site usage and recommending enhancements in navigation, functionality and content; produce and disseminate the quarterly newsletter.
  - Expand contacts with traditional print, audio-visual, and social media outlets (national, regional and international) to enhance coverage of Twende Mbele’s areas of work; respond to queries from the media and other external parties.
  - Organize press conferences and media interviews with Twende Mbele management, partners and topical experts.
2. Promote strong internal communication within the Twende Mbele network
  - Perform a needs assessment among Twende Mbele participants of their preferred level, style and channels of internal communications and information-sharing.
  - Explore possible communication channels including online collaborative workspaces/discussion fora.
  - Propose processes and channels for achieving optimal communications that respond to the expressed needs and preferences.
  - Support Twende Mbele in enhancing internal capacity for communication, knowledge sharing and media outreach.
3. Promote knowledge sharing and learning within the Twende Mbele network
  - Lead the production of knowledge products associated with Twende Mbele’s research agenda, including working with Masters and PhD students to produce such.
  - In close collaboration with the Programme Manager, support the planning and organisation of knowledge sharing meetings, seminars, trainings, conferences and special events.
  - Ensure appropriate communications before, during, and after each event.
  - Support the organization and running of the inaugural Twende Mbele learning symposium.
4. Support internal monitoring of and reporting on the Programme, as well as the final impact evaluation.
  - Undertake data collection, impact story collection, case study write-up, and tracer study distribution, among others.
  - Support the Programme Manager in drafting quarterly reports and producing an annual report.
5. Other duties as may be determined by the Twende Mbele Management Committee or Programme Manager.

### Selection Criteria

- Bachelor's degree in communications, modern languages, or other related field such as journalism, public affairs, public relations, marketing, or in international relations, development studies or public administration. Master's degree would be an advantage.
- 4-5 years relevant work experience.
- Fluency in English, with a strong working knowledge of French.
- Proven experience and understanding of communications and outreach at the international level, and proven ability to position and advocate for issues effectively.
- Experience working on conception, design, packaging, production and dissemination of communication and knowledge products to a variety of audiences, and understanding of channels of dissemination.
- Previous work experience with governments and/or international development agencies would be an asset.
- Prior experience with M&E in the area of development is an advantage.
- Proven writing, editing and language skills, and an ability to convey complex ideas in a concise, clear, direct, and lively style.
- Strong organizational and interpersonal skills, ability to meet deadlines and to manage multiple tasks effectively and efficiently, ability to take initiative and be innovative.
- Working knowledge of relevant computer software such as MS Office, WordPress, Adobe, electronic email procedures.

All interested applicants should send their CV, motivation letter addressing the selection criteria and a sample of writing to [cara.waller@wits.ac.za](mailto:cara.waller@wits.ac.za) by 10<sup>th</sup> February 2018.

Only short listed candidates will be contacted.