



Job Description

Start Date	Immediate
Job Title	Bilingual Communication Officer
Location	Dakar (Flexible with travel)
Reporting to	Head of the Stop the Bleeding
Terms	Contract

About the "Stop The Bleeding" Campaign:

The Stop The Bleeding Campaign (STB) is a Pan-African initiative aimed at mobilizing and advocating around the African debt crisis and illicit financial flows (IFFs). The campaign seeks to influence policymakers at both national and regional levels in favor of prudent debt management and equitable investment in public services. It highlights how unsustainable debt and IFFs perpetuate economic injustice, disproportionately affecting vulnerable communities.

African women, who constitute most of the informal economy, are the most affected by debt servicing as it leads to cuts in public services, notably health, education, and social protection. Women bear the brunt of these cuts, taking on more unpaid work. This reality underscores the need for the STB campaign not only to focus on debt relief but also to advocate for public investments and gender-sensitive economic policies that prioritize women's rights and participation in decision-making processes.

The campaign is built on the conviction that a feminist perspective must be applied to debt relief and IFFs, recognizing that economic injustices are deeply intertwined with gender inequalities. By addressing these challenges, the campaign aims to protect the socio-economic rights of African citizens, particularly women, youth, and vulnerable groups, and promote inclusive, citizen-led economic growth across Africa.

Objectives of the STB Campaign:

The main goal of the STB campaign is to build a movement that:

- 1- **Advocates for debt relief:** Mobilize support for the cancellation of unsustainable and unjust debts, with a particular focus on how debt servicing exacerbates gender inequalities and inequity.
- 2- **Fights against illicit financial flows (IFFs):** Reduce financial outflows from Africa that disproportionately harm citizens and advocate for policy reforms to close tax loopholes and end financial secrecy, which worsens inequality.
- 3- **Ensures feminist governance of public finances:** Strengthen the relationship between African citizens and their governments, ensuring that public debt and finance management is democratic, transparent, and gender sensitive. Women must be included in decision-making processes to guarantee equitable policies.
- 4- **Engages in legal advocacy for women's economic rights:** Reform power imbalances in the global financial architecture by pushing for legal reforms that protect women and vulnerable communities from the harmful impacts of debt and IFFs. Promote fair arbitration mechanisms in debt management, ensuring women's representation in negotiations.

Job Purpose:

The Communications Officer's is responsible for creating and executing of a comprehensive communication strategy for a campaign. This includes developing tailored messaging for diverse audiences (media, policymakers, NGOs, the public), overseeing the creation of communication tools (website, social media, publications), and ensuring effective campaign coordination across various platforms. The officer will manage media relations, handle press releases and media appearances, and lead social media efforts. Additionally, they will be responsible for tracking campaign performance and collaborating with partners to monitor and report on communication impact and outcomes.

Key Responsibilities:**1- Development of Communication Strategy:**

- Develop an integrated communication strategy for the campaign, aligned with awareness, mobilization, and advocacy objectives.
- Define messaging tailored to different target audiences (media, policymakers, NGOs, the public, etc.).
- Oversee the development of the campaign's communication tools and platforms (website, social media, publications, videos, etc.).

2- Campaign Management and Coordination:

- Supervise development of communication platforms and tools.
- Ensure the campaign's follow-up through the various established platforms (digital spaces, media, communities, etc.).
- Ensure content creation (articles, press releases, infographics, videos, etc.).
- Collaborate with partners, media, and other stakeholders to maximize the campaign's visibility.

3- Media and Public Relations Management:

- Develop and maintain relationships with local and international media for effective media coverage.
- Write and publish press releases, press kits, and other media documents.
- Manage media appearances of campaign members and ensure proper preparation for interviews and public speeches.

4- Social Media Mobilization:

- Manage the campaign's presence on social media (X, Facebook, LinkedIn, Instagram, etc.).
- Coordinate digital campaigns in collaboration with service providers.

5- Monitoring and Evaluation:

- Track campaign performance indicators and measure the impact of communication efforts.
- Collaborate with service providers to produce regular reports on the progress and achievement of communication objectives.

Key Accountability Areas

- Develop and implement an integrated communication strategy, ensuring alignment with campaign objectives.
- Oversee the creation and management of communication platforms and content (website, social media, publications, etc.).
- Cultivate relationships with media and manage press releases, media coverage, and campaign appearances.
- Lead social media engagement and digital campaigns to maximize visibility.
- Monitor and evaluate communication performance, tracking key metrics and reporting on progress.

Profile:

1- Education: Bachelor's degree in communications, Public Relations, Media Studies, Marketing, Digital Media, Political Science, International Relations or equivalent.

2- Experience:

- Minimum 3 years of experience working in communication campaigns at a national or international level, ideally in advocacy, economic, or social justice fields.
- Proven experience in managing media relations and developing digital campaigns.

3- Skills:

- Excellent project management skills in communication and.
- Proficient in digital communication tools and social media.
- Ability to write impactful content tailored to different audiences.
- Strong interpersonal skills and ability to work with diverse stakeholders (NGOs, communities, financial partners, media, governments, etc.).

4- Languages: Bilingual, with proficiency in English and French, both spoken and written.

Personal Qualities:

- Strategic, creative, and proactive mindset.
- Passion for issues related to economic justice, Pan-Africanism, and advocacy.

How to Apply:

Does the role profile match your description? Qualified and interested candidates are requested to submit their applications using this link: <https://airtable.com/appZbX0UxbJw1RITu/shrWhxsEzZTDpAezY>

The closing date for applications is 31st January 2025. Due to the anticipated number of applications, only short-listed candidates will be contacted.

We are committed to creating a diverse environment and is proud to provide equal employment opportunities (EEO) to all employees & qualified applicants. All employment decisions are based on our organisation needs without regard to race, ethnicity, religion, gender, gender identity or expression, sexual orientation, national origin, disability, or age. STB complies with all applicable laws governing non-discrimination in employment. All qualified candidates are encouraged to apply.