

Job Description

JOB INFORMATION SUMMARY

JOB TITLE:	Communications and Campaigns Officer
REPORTS TO:	Head of Programmes and Resource Mobilisation
FUNCTIONAL AREA:	Programmes and Resource Mobilisation
JOB GRADE:	4 (Mercer Grade)
LOCATION:	Head office with travel to field offices, regionally and internationally as required
DIRECT REPORTS:	

ABOUT ACTIONAID ZIMBABWE

ActionAid Zimbabwe (AAZ) is an international non-governmental organization (INGO), locally registered as a Private Voluntary Organisation. Since establishing its programmes in 2003, AAZ has remained grounded in the communities from which it derives its mandate. It maintains a geographical presence across nine Local Rights Programme (LRP) areas. While primarily focused on rural development, AAZ also engages in urban initiatives. In line with ActionAid International's partnership policy, AAZ is an independent organisation that works in solidarity with people living in poverty. AAZ collaborates with community-based organisations (CBOs), national and international NGOs, civil society organisations (CSOs), government entities, and other like-minded institutions within and outside Zimbabwe.

ROLE PURPOSE

The Communications and Campaigns Officer is responsible for facilitating campaign capacity development, leading communication efforts, and overseeing related activities. The officer works collaboratively across units, projects, partners, and ActionAid countries to maximise the effectiveness of campaigns. The role includes overseeing the implementation of AAZ's Communications Strategy to support advocacy and campaigning efforts, reinforce brand identity, and increase supporter engagement. The officer is also responsible for enhancing the visibility and public profile of ActionAid Zimbabwe's programmes and partnerships at local, national, and international levels, while fostering active engagement and communication with key stakeholders including rights holders, partners, donors, the public, media, and government entities.

KEY PERFORMANCE AREAS

Performance Areas	Key Activities
a) Development, implementation and monitoring of Communication and campaigns Strategies	<ul style="list-style-type: none"> Integrate communication, documentation, and information work into the AAZ Strategy, Annual Plans, and Budgets. Develop the AAZ Campaigns Strategy in consultation with the Programmes Team and guided by the ActionAid Federation Campaigns Framework. Manage, monitor, and review the implementation of the Communications Strategy. Lead on the delivery of campaign and communication goals under the Public Engagement Strategy, including setting targets and tracking performance.

	<ul style="list-style-type: none"> • Convene internal teams to design and implement impactful campaign strategies aligned with AAZ's theory of change. • Provide expert guidance on global advocacy campaigns, including tactical planning and communications strategies. • Embed safeguarding and data protection principles into all communications and campaign activities. • Collaborate with the Head of Programmes and Resource Mobilisation to improve tools, procedures, and skills for targeting the private sector in advocacy efforts.
b) Communications, campaigning, Influencing, and Coordination	<ul style="list-style-type: none"> • Design communication and supporter engagement strategies for priority campaigns. • Manage the production of communication materials (print and digital) for campaign-related events. • Coordinate internal contributions to campaign efforts across ActionAid structures. • Integrate online mobilisation approaches into national strategies. • Foster a culture of knowledge-sharing and learning in campaigns. • Establish clear monitoring and reporting mechanisms for campaign indicators. • Ensure regular updates and information flow among stakeholders. • Work with the MEL unit to track campaign-related outcomes and learnings.
c) Capacity Building for AAZ Partners	<ul style="list-style-type: none"> • Assess capacity-building needs of partners, rights holders, and staff in communications, documentation, and campaigning. • Develop and implement tailored capacity-building plans, including training, mentoring, and coaching. • Draft Terms of Reference and identify resource persons/consultants for capacity development initiatives.
d) Documentation, Website Management, and Publications	<ul style="list-style-type: none"> • Manage the AAZ website, social media, and SharePoint platforms. • Oversee writing, editing, production, and dissemination of various publications (e.g., newsletters, reports, press statements). • Compile and document success stories, impact narratives, and best practices from the field. • Lead in the production and distribution of Annual and Progress Reports. • Research and maintain an organized repository of program-related communication materials.
e) Networking and representation	<ul style="list-style-type: none"> • Act as the Media Liaison for AAZ as directed by management. • Build and maintain strong relationships with local and international media outlets. • Draft and distribute press releases; organise press conferences in coordination with the Head of Programmes and Country Director. • Represent AAZ at public events, exhibitions, trade fairs, and civil society engagements. • Support campaign and advocacy efforts by mobilising media and stakeholders to influence policies and behaviours. • Organise and co-facilitate commemorative events such as International Women's Day, 16 Days of Activism, World Food Day, etc. • Participate in federation-wide, regional, and national meetings and networks relevant to communications and campaigning.
f) Fundraising and Sponsorship Support	<ul style="list-style-type: none"> • Provide technical communications support to the Sponsorship and Fundraising teams. • Support the development of community newsletters, donor reports, and concept notes. • Assist in writing and editing of project proposals aligned with the Country Strategic Paper (CSP).

g) Other	<ul style="list-style-type: none"> The role holder will from time to time be required to perform other duties/ responsibilities relevant to the position as delegated by management.
h) Demonstration of ActionAid Zimbabwe's Values	<ul style="list-style-type: none"> Uphold and demonstrate ActionAid values in all professional relationships. Foster a team culture rooted in: Mutual Respect, Equity and Justice, Integrity, Honesty and Transparency, Solidarity with People Living in Poverty, Courage of Conviction, Independence And Humility

JOB SPECIFIC REQUIREMENTS AND COMPETENCIES

- Strong written and spoken English; fluency in Shona and/or Ndebele.
- Advanced proficiency in relevant computer applications and software for communications and IEC material production.
- Excellent storytelling and content development skills.
- Experience working with digital platforms and new media.
- Strong interpersonal and networking skills.
- Experience coordinating or contributing to public campaigns.
- Understanding of emerging trends in communications and campaigning.
- Willingness to travel, sometimes on short notice.
- Proficiency in media relations, social media, brand management, and multimedia.
- Ability to clearly communicate complex ideas.
- Knowledge of digital campaigning methods and tools.

KNOWLEDGE, SKILLS AND EXPERIENCE

Education Qualifications – minimum qualifications required

- A Bachelor's degree in Media Studies, Communication, Journalism, Marketing, or a related field.
- A postgraduate qualification in Gender and Development Studies, Disaster and Livelihoods, or related areas is an added advantage.

Required years of experience at this level

- Minimum of two years working in media, journalism, communications, public relations, or marketing.
- At least two years' experience planning and implementing campaigns or public engagement strategies.
- Proven ability to work across communication and campaign functions (or demonstrate experience in one and understanding of the other).
- Experience bridging community programming, research, media, and advocacy.
- Familiarity with rights-based approaches and public mobilisation strategies.
- Track record of writing clear, engaging, and action-oriented content for various audiences.

STRUCTURE (Department/Team)

Department/Team: Programmes and Resource Mobilisation

Job description approval and agreement by:

Name (Incumbent)

Signature

Date

Head of Department

Signature

Date