

Job Description

Job title:	Communications and Advocacy Officer
Group:	Operations
Dept/Project/Service:	Education and Skills Programme
Reports to:	Programme Manager (Technical Lead)
Responsible for:	TBC
Usual office base:	Addis Ababa
Grade:	5

Project Overview:

The Leaders in teaching (LiT) programme is a national programme aiming to enhance quality of teaching and learning in secondary education. The overall objective of the programme is to improve the transition of secondary school students to either post-secondary education or training or directly into the world of work by equipping them with relevant skills, knowledge, and attitudes through enhanced implementation of the competency-based curriculum. Edt is implementing this programme in partnership with two other organisations, one of whom, the Lead Partner, will also host the Project Management Unit (PMU).

Job Purpose and Scope:

The Communications and Advocacy Officer will lead the development and implementation of communication, visibility, and advocacy strategies for edt on the LiT programme. The role will work with consortium partners to ensure consistent, coherent messaging, strong public engagement, and effective advocacy across all stakeholders. They will produce high-quality content, manage internal and external communications, strengthen media and stakeholder relations, and lead advocacy initiatives. They will work closely with the Programme Manager, Project Management Unit (PMU) Communications Adviser and downstream partners to ensure the timely dissemination of key messages, promote policy dialogue, and influence change in support of education outcomes.

Job Objectives:

Support Strategic Communications & Advocacy

- Assist in the development and execution of a comprehensive, multi-stakeholder communications strategy, under the guidance of the PMU Communication and Advocacy Adviser

- Develop an edt-specific communication and advocacy plan that aligns with the consortium's overarching strategy.
- Support the planning and delivery of collaborative advocacy campaigns to advance programme objectives, including logistical coordination, stakeholder mapping, and event support.
- Support relationship-building with key advocacy stakeholders (e.g., government, civil society, youth groups) acting as a liaison to maximise programme impact.
- Gather and synthesize evidence and stories from programme activities to inform advocacy materials and campaigns.
- Draft communications and advocacy materials (policy briefs, reports, human interest stories, blogposts, documentaries) for targeted audiences to drive interest and engagement.

Digital, Media & Content Management

- Lead digital communications, including social media strategy and website oversight, ensuring platforms reflect accurate and compelling content.
- Identify opportunities in media and online platforms to amplify messages and impact, developing content for these channels.
- Supervise multimedia production and the editing, designing, and printing of corporate publications and publicity materials.
- Ensure communications reflect organisational values and uphold ethical storytelling practices.

Collaboration with Brand and Marketing team

- Work closely with the Brand and Marketing team to ensure alignment and integration across all communications and marketing activities. This includes:
- Share programme communications plans and collaborating on content planning to maximise reach and impact.
- Provide timely feedback and impact stories to inform marketing outputs and advocacy efforts.
- Advise on areas where marketing support is required to achieve programme objectives.
- Attend the weekly Marketing Sync meeting and contributing proactively to the Marketing Sync report in advance.

External Engagement & Public Relations

- Cultivate and manage relationships with consortium communications teams, media, government and donors
- Serve as the focal point for media relations, including press releases and interviews for edt
- Represent edt in the programme in public forums and donor events and support the organisation of in-country or online events as necessary.
- Support crisis communication response as needed.

Internal Communications & Consortium Alignment

- Support communication mechanisms across the consortium, to foster effective information sharing and ensure alignment of messaging and collaborative advocacy efforts.
- Build the capacity of programme staff on communication methods, including training on digital platforms and content packaging.

Branding

- Provide guidance to staff on accurate branding practices and ensure compliance with the edt brand guidelines. This responsibility extends to appropriately managing the branding of all relevant stakeholders, including members within the consortium.

Monitoring, Evaluation & Learning (MEL)

- Monitor the impact and effectiveness of communications activities, logging outcomes through monitoring and evaluation systems.
- Prepare regular performance reports and make recommendations for changes to communications plans as necessary.
- Track advocacy outputs and outcomes, contribute to learning reviews, and suggest improvements for future advocacy efforts.

Safeguarding

- Support effective child safeguarding processes by complying with the global safeguarding policy, local safeguarding procedures, and the edt Code of Conduct in communication and advocacy.
- Strengthen existing internal safeguarding processes where necessary and champion best practices in safeguarding.

Scope: Will involve travel to other locations within the country

Person specification:

Knowledge

Essential:

- Master's degree in Communications, Public Relations, Journalism, Marketing, or a closely related field
- Understanding of digital communication tools, platforms, and trends

Desirable:

- In depth knowledge of the education system in Ethiopia

Experience

Essential:

- Significant experience in strategic communications, media engagement, and public relations.
- Proven track record in leading digital communication strategies and managing organizational branding.
- Experience of donor-funded programmes (e.g., Mastercard Foundation) and international development communications
- Experience in advocacy communications and policy influencing, ideally within the education sector

- Demonstrated experience in cultivating media relationships and managing media campaigns
- Experience in content creation for diverse audiences and platforms
- Understanding of branding

Desirable

- Experience training and mentoring staff in communication and advocacy

Skills

Essential:

- Superior writing and communication skills (oral and written) including the ability to draft high-impact materials for varied audiences
- Strong command of digital communication tools and platforms (Social media, websites, multimedia production)
- Creativity and adaptability in developing content and campaigns
- Highly organized and able to manage multiple projects and deadlines
- Excellent interpersonal skills for stakeholder engagement.

Our Values



Education Development Trust is committed to safeguarding and promoting the welfare of everyone who comes into contact with us. We operate a zero-tolerance policy to sexual exploitation, abuse, and harassment (SEAH). Applicants must be willing to undergo safeguarding screening appropriate to the post, including checks with past employers and police checks. Successful candidates will be required to sign a

safeguarding declaration to confirm that they will abide by the edt's safeguarding policies and procedures, including, but not limited to, Protection from SEAH, and the Safeguarding Code of Conduct.

Education Development Trust also participates in the Inter Agency Misconduct Disclosure Scheme and we may request information from relevant job applicants' previous employers about any findings of sexual misconduct, including harassment, during employment, or incidents under investigation when the applicant left employment. By submitting an application, the job applicant confirms their understanding of these recruitment procedures.