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**Job Description: Senior Programme Officer
(Communications and Media)**

Updated – October 23, 2009

Reports to: Programme Manager
Location: Njombe

Overall Purpose:

- To manage the development and delivery of communications and media products for Daraja's *Raising the Water Pressure* programme, including producing key products (e.g. posters, flyers, booklets, website, radio and TV spots, radio shows, newspaper articles, etc.) and managing partnerships with key media outlets.
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Key Responsibilities:

- **To manage the delivery of communications products for the *Popularising Information* component of the *Raising the Water Pressure* programme.** This includes producing products designed to popularise information on the rural water supply sector and to market the programme to its target audience. It includes production of stand-alone products such as posters and flyers as well as production of products carried by newspapers, radio and TV.
- **To manage the delivery of media components of the *Raising the Water Pressure* programme.** This includes developing and managing relationships with potential media partners in print media, radio and TV and liaising with partners to support the production of content.
- **To support public relations for the *Raising the Water Pressure* programme,** including preparing press briefings, attending meetings, making presentations and media appearances.
- **To support the programme manager in developing a strong programme team,** including helping to ensure programme staff and partners are motivated, capable, working efficiently and delivering results.
- **To contribute to operational planning and budgeting,** most particularly for the programme's communications and media components, on an annual and quarterly basis, adjusting plans and

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budgets in response to changed circumstances on an ongoing basis, and supporting the finance and administration team with preparation of related accounts and financial reports.

- **To support programme monitoring, documentation and reporting.** This includes routine monitoring of programme delivery by programme staff and partners, supporting the preparation of annual and semi-annual programme narrative reports, and encouraging reflection, learning and documentation among programme staff and partners.
- **To support Daraja’s wider fundraising and marketing efforts,** including contributing to proposal development, maintaining and expanding the daraja.org website and representing the organisation in meetings with potential and existing donors.
- To ensure all planning, budgeting, management and reporting (including financial reporting) relating to your work is carried out in line with organisational policies and procedures.
- To carry out any other tasks as reasonably required by your line manager.

Person Specification:

	Essential	Desirable
Education	<ul style="list-style-type: none"> • Degree in related subject (e.g. communications, media / journalism, design, social science) 	<ul style="list-style-type: none"> • Advanced degree in related subject
Experience	<ul style="list-style-type: none"> • 3-years experience working at senior level in media and communications for a recognised institution • Experience designing and producing communications products • Experience working with print and broadcast media partners 	<ul style="list-style-type: none"> • Experience working in the rural water supply sector • Experience working with local government
Knowledge and Skills	<ul style="list-style-type: none"> • Excellent communications skills in English and Kiswahili • Excellent IT skills • Journalism skills • Familiarity with Tanzanian government structures 	<ul style="list-style-type: none"> • Knowledge of key policy and practice issues and challenges in the rural water supply sector • Knowledge of GIS mapping and mobile-phone systems
Personal Characteristics	<ul style="list-style-type: none"> • Committed to promoting citizens’ agency and government accountability • Committed to transparency, honesty and integrity • Hard working, even in challenging circumstances • Team-player with good inter-personal skills 	<ul style="list-style-type: none"> •