Paediatric-Adolescent Treatment Africa (PATA), a South African NGO, coordinates an action network across sub-Saharan Africa, working with health providers and health facilities to improve the quality of paediatric and adolescent HIV prevention, treatment, care, and support. PATA offers a powerful platform for regional collaboration through capacity building, peer-to-peer exchange and learning forums, supporting quality improvement to effect positive change in HIV paediatric and adolescent policy and practice.

Who we are looking for

PATA is recruiting a Senior Communication Strategist to develop and implement a yearly communications plan, that supports the objectives of the organisational strategy and advocacy initiatives. The Senior Communication Strategist will be expected to coordinate and implement the communications strategy on their own or together with the communications team. Understanding all aspects of marketing, communications and advocacy, to be able to provide strategic direction to the organisation, as well as operationalise the communication plan.

The Senior Communication Strategist will conceptualise and plan regional advocacy campaigns that drive forward our advocacy agenda and produce strong and sometimes technical communication materials that reinforce PATA’s role in the HIV and global health landscape.

This requires an analytical thinker with attention to detail, the ability to think outside to box, and action activities in a highly efficient and professional manner. The candidate will need to demonstrate in-depth knowledge of the current HIV landscape and its impact on children and adolescents living with HIV. As well as understanding HIV treatment guidelines, and the role of health providers in implementing global guidance. With a keen interest in advocacy communication, such as creating spaces for frontline health providers to have a voice in regional and global platforms such as the Global Alliance to End AIDS in Children by 2030; creating meaningful persuasive messaging, and providing guidance to in-country teams on advocacy engagement with key stakeholders.

The successful candidate will work with PATA network members, including health providers, as well as partners and funders to lead communications objectives that advance the advocacy and strategic communication objectives of PATA, while demonstrating a commitment to working towards ending AIDS by 2030.

1. JOB SUMMARY

The Senior Communication Strategist drives engagement and growth of the PATA network by demonstrating a deep understanding of PATA’s mission and vision. This is delivered by:

1. Conceptualising and operationalising PATA’s communications strategy and advocacy agenda
2. Producing strong and sometimes technical communication materials that reinforce PATA’s role in the HIV and global health landscape.
3. Developing PATA’s advocacy strategy for 5 years, with a yearly focus and strategic messaging linked to partner campaigns.
4. Providing strategic guidance and coordinating the development of all PATA marketing, communications, and digital content to enhance PATA visibility and profile.
5. Creating spaces for frontline health providers’ voices to be heard on local, regional, and global platforms.
6. Supporting the communications of PATA’s programmes, events, engagements, and campaigns.
7. Overseeing all PATA communications platforms and libraries.
8. Supporting the development and coordination of tools, trainings and resources.

2. REQUIREMENTS

Education and Experience
- Bachelors (required) or Masters degree (desired) in communications, marketing with a public health or development focus.
- At least 8 years’ experience working in a similar communication, media relations or marketing capacity (required), ideally in the NGO, international development or health sector.
- Experience in HIV, health care and advocacy programmes.

Personal Characteristics and Competencies
- Must be fluent in English; fluency in French and or Portuguese is advantageous.
- Must have exceptional communication and writing skills, including the ability to translate findings into service delivery recommendations, research abstracts and articles/briefs.
- Strong computer skills with proficiency in Microsoft Office (Word, Excel, and PowerPoint), web-based communications, social media, and DTP design (e.g., InDesign, Photoshop) is required.
- Proven ability working in a communications/marketing role with a delegated and relatively independent scope of authority.
- Demonstrated experience in managing and coordinating regional multi-country advocacy campaigns with developed messaging and communication.
- Working exposure to technical knowledge about: (a) HIV/AIDS with a focus on children and adolescents, (b) website development is advantageous.
- Experience in coordinating or producing the design of marketing collateral and in the creation of consistent communication collateral over time or across different functions in the same organisation.
- Experience in liaison with marketing, communications, print, and distribution (electronic or hard) service providers preferably to budget.
- Experience in collaborating with multiple internal ‘clients’ on multiple target audience communications, and the facilitation of common messaging.
• Experience in social media liaison and administration and managing communications in a multi-lingual environment
• Willing to travel throughout sub-Saharan Africa if needed
• Experience in managing a team, providing strategic guidance, and reviewing the work of team members.

3. IN ORDER TO APPLY

To demonstrate your qualifications and passion for this role, please apply by the 20th of January 2023, sending the following to pat@anchorexec.co.za cc glynis@teampata.org:

1. CV
2. Academic transcripts/certificates
3. Cover letter outlining why you are a good fit for this role
4. An example of a communication strategy or advocacy campaign that was developed, with an explanation of what process was used in the development of the strategy, how were audiences considered and selected, how was implementation monitored and outputs reported
5. An example of a social media post that could be used in a PATA advocacy campaign, around the hashtag: #DoingItRight! You will need to spend some time on PATA’s website and social media platforms, to understand our audience, style and tone. The social media post can be a graphic, photograph or video, but will need to show a clear understanding of who we communicate to and why.
6. At least 2 work references, one from an organisation where you managed the marketing department

Applications that do not include all the above will not be accepted.