

NOTES

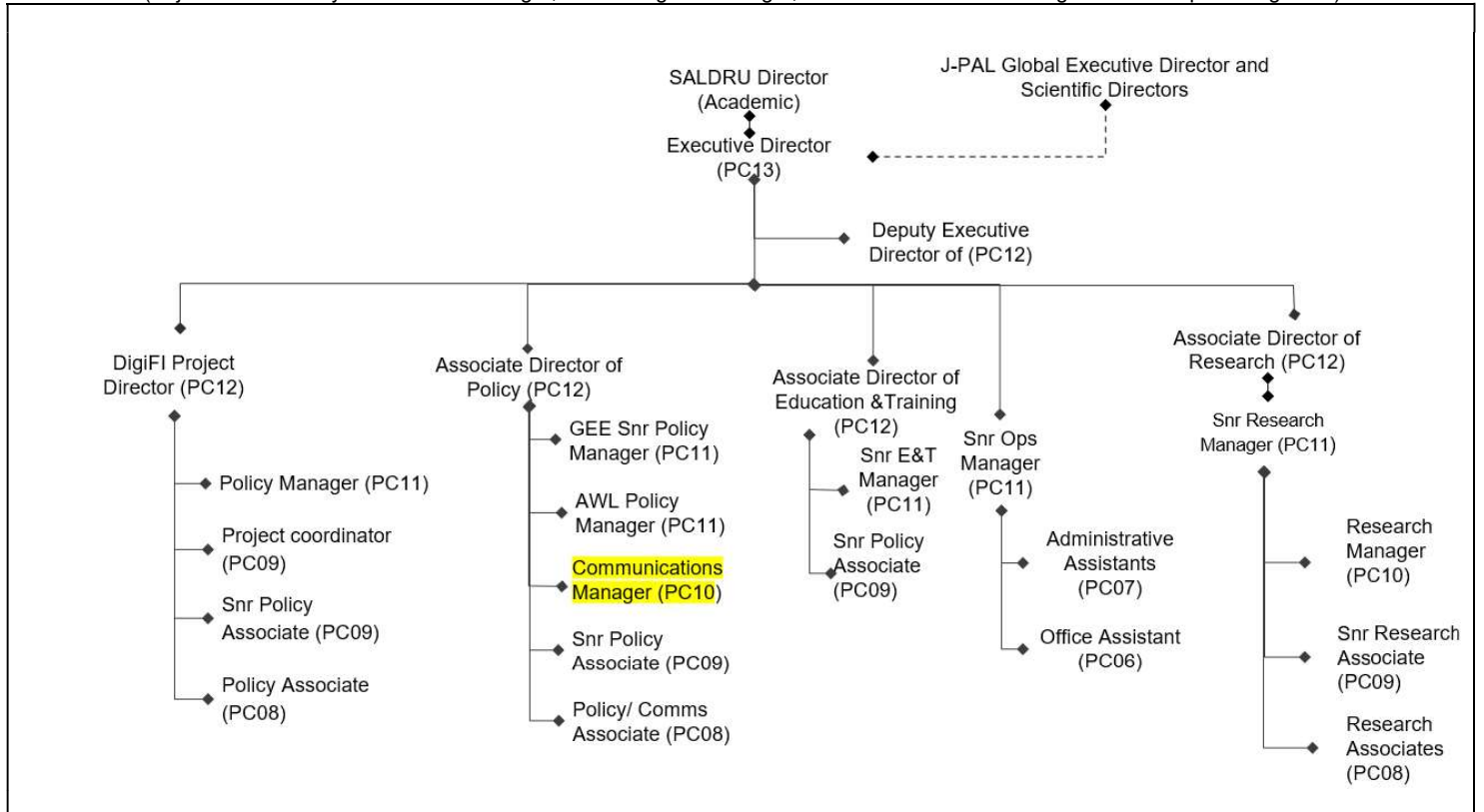
- Forms must be downloaded from the UCT website: <http://forms.uct.ac.za/forms.htm>
- This form serves as a template for the writing of position descriptions.
- A copy of this form is kept by the line manager and the position holder.

POSITION DETAILS

Position title	Communications Manager		
Job title (HR Business Partner to provide)	Communications Manager		
Position grade (if known)	PC10	Date last graded (if known)	N/A
Academic faculty / PASS department	Commerce		
Academic department / PASS unit	SCHOOL OF ECONOMICS		
Division / section	SALDRU/ J-PAL Africa		
Date of compilation	10.06.2024		

ORGANOGRAM

(Adjust as necessary. Include line manager, line manager's manager, all subordinates and colleagues. Include position grades)



PURPOSE

The main purpose of this position is:

The Communications Manager will lead on developing creative approaches to communicating complex research methods and results in written and visual formats, including both print and digital. The Communications Manager will support communications efforts that contribute to J-PAL Africa's mission of promoting evidence-informed policy and expanding the reach of our research, policy, and training outputs.

CONTENT

Key performance areas	% of time spent	Inputs (Responsibilities / activities / processes/ methods used)	Outputs (Expected results)
1 Develop J-PAL Africa's annual communications strategy and engage with the team	20%	<ul style="list-style-type: none"> - Design and lead the execution of the annual communications strategy to advance top organizational goals, including the dissemination of research insights through high quality audience-sensitive content, greater use of research results in policymaking, refinement of the J-PAL Africa brand and expansion of its reach, and tracking progress through intelligent metrics. - Engage regularly with J-PAL Africa's policy, training, and research verticals through field visits to research sites, and meetings with staff and leadership. 	<ul style="list-style-type: none"> - Coordinated communication strategy that aligns with J-PAL Africa's broader office strategy, ensuring that our communications efforts align with our office direction. - Identify ways to support the different verticals as well as to inform the pipeline of upcoming public-facing content.
2 Develop and manage J-PAL Africa's communications content, including our social media accounts and webpage	65%	<ul style="list-style-type: none"> - Communicate about J-PAL Africa's work in various formats, including managing J-PAL Africa's social media channels, traditional media outreach, and email campaigns. - Support in the drafting of presentations for in-person events, and occasionally presenting publicly with J-PAL partners; support presentations for extremely high-level policy events with Ministers, senior government officials, J-PAL affiliated professors, and senior J-PAL staff. - Manage the J-PAL Africa page on the J-PAL website; keep content up-to-date and advise on new web page features as needed. - Help produce (through script writing and storyboarding, in collaboration with J-PAL's video team) short videos showcasing research projects and policy partnerships. - Support the identification of dissemination-ready stories and the creation and design of innovative content. - Prepare presentations on J-PAL, evidence-informed policy, and specific lessons from the evidence base relevant to partners' priorities. - Organize online and in person seminars and conferences, with support from other J-PAL Africa colleagues, to support research dissemination, capacity building, and project development. 	<ul style="list-style-type: none"> - Increased awareness of J-PAL Africa and findings from our research insights and policy influence. - High-quality presentations created and delivered to enhance understanding of our research and improve partnerships in the service of evidence-based policymaking. - Improved functionality of our webpage, so external audiences can more easily access our insights and learn about our work. - Increased viewership and awareness of our work. - Thought leadership articles, newsletters and email campaigns, social media, digital reports, and multimedia products like videos and infographics created, in collaboration with the research, policy, and training teams. - Presentations created and delivered, enhancing partnership dynamics and increasing awareness of our research insights. - J-PAL Africa's work, research insights, and partnership opportunities shared to a broader audience, developing potential for further work.
3 Create new and maintain existing relationships	10%	<ul style="list-style-type: none"> - Develop J-PAL Africa's media pipeline and journalist relationships. - Meet with and build relationships with key partners in government, major international NGOs, foundations, and donor agencies, sometimes independently and sometimes with J-PAL affiliates or other senior staff. 	<ul style="list-style-type: none"> - Increased news coverage of our research insights and policy influence. - Stronger awareness of who J-PAL Africa is and how we can work with others, leading to additional partnerships.
5 Contribute to J-PAL Africa public goods	5%	<ul style="list-style-type: none"> - Perform other tasks as required to support organizational development. 	<ul style="list-style-type: none"> - A well-functioning office holistically, in addition to our communications work.

MINIMUM REQUIREMENTS

Minimum qualifications	Bachelor's degree in economics, political science, public policy, marketing, communications, journalism, or related field.			
Minimum experience (type and years)	A minimum of 4 years of relevant experience including experience in the areas of marketing, copywriting and publication development; experience with communications work related to poverty reduction, public policy, impact evaluations, or evidence-informed policymaking in government and/or NGOs, and experience working in Africa, will be particularly valued.			
Skills	<ul style="list-style-type: none"> - Advanced writing and oral presentation skills in English, particularly the ability to communicate technical research to policymakers in a non-technical manner. - Demonstrated ability to read and analyze rigorous quantitative research, including randomized evaluations, as well as interpreting and sharing policy lessons from randomized evaluations would be highly advantageous. Completed coursework in microeconomics, econometrics, and development economics would be highly advantageous. Writing and oral presentation skills in French would be highly advantageous. 			
Knowledge	- Familiarity with Drupal or other web Content Management System and Marketing Cloud for Salesforce is a plus, but not required.			
Professional registration or license requirements	N/A			
Other requirements (If the position requires the handling of cash or finances, other requirements must include 'Ability to handle cash or finances'.)	N/A			
Competencies (Refer to UCT Competency Framework)	Competence	Level	Competence	Level
	Teamwork / collaboration	2	Communication	3
	Adaptability / Flexibility	2	Creativity and Innovation	2
	Building interpersonal relationships	2	Impact / Influence	2
	Professional knowledge and skill	2	Quality commitment	2

SCOPE OF RESPONSIBILITY

Functions responsible for	<ul style="list-style-type: none"> - Managing all J-PAL Africa social media accounts. - Developing a communications strategy, in collaboration with the Associate Director of Policy and Executive Director, and executing the plan. - Developing J-PAL Africa print and digital materials.
Amount and kind of supervision received	Line manager
Amount and kind of supervision exercised	N/A
Decisions which can be made	<ul style="list-style-type: none"> - Day-to-day decisions about the webpage content and organization. - Day-to-day social media posts. - Communications strategy development process, up until final decisions are to be made.
Decisions which must be referred	<ul style="list-style-type: none"> - Finalized communications strategy; to be agreed upon with the Associate Director of Policy and Executive Director. - Any content about sensitive research findings, structural changes to the J-PAL Africa webpage, or other high-profile communications.

CONTACTS AND RELATIONSHIPS

Internal to UCT	J-PAL Africa policy, training, and research staff and colleagues at SALDRU.
External to UCT	J-PAL Global communications team who are based at MIT and J-PAL affiliated academics based globally.