

VACANCY ANNOUNCEMENT

Media Content Advisor, Somali Voices

Equal Access International



Position Location: Nairobi, Kenya

Background:

Equal Access International is an international not for profit organization (501c3) working throughout Asia and Africa. A communication for social change organization that combines the power of media with community mobilization, Equal Access creates customized communications strategies and outreach solutions that address the most critical challenges affecting people in the developing world in the areas of peace and transforming extremism, women's and girl's empowerment, governance, civic participation, youth development, human rights and health.

Summary:

EAI is preparing for the Somali Voices project, an 18-month activity funded by the US Department of State's Global Engagement Center. The project is designed to increase the resilience of Somali-speaking communities in Kenya to violent extremism, with an emphasis on increasing local capacity to counter al-Shabaab's recruitment efforts, and shifting attitudes related to ideologically-motivated violence.

Position:

The Media Content Advisor will be responsible for oversight of production and broadcast of project-related media content produced by EAI and its partners. The Advisor will provide strategic vision for media content development and will ensure the quality of work and compliance with contractual obligations and results, as well as bear responsibility for the quality and performance of work that is sub-contracted to partners. S/he will build and maintain relationships with radio and TV producers, and will also be responsible for conducting a media mapping across Somali communities in Kenya, Somalia, Ethiopia, and Djibouti to inform program design.

Reporting & Supervision:

The Media Content Advisor will report to the Senior Program Manager - East Africa.

Responsibilities:

- Develop Somali-language media content such as articles, radio shows, storyboards, blogs, graphic materials, drafts and final scenarios for production and publications.
- Ensure, in collaboration with local media stations, the production of regular programming.
- Undertake regular field visits to meet communities, Community Reporters, Listening Groups, and on-site media partners.
- Work with media personalities/hosts and manage the rehearsal, production, and recording of programs.
- Integrate audience feedback directly into the scripts and storylines.
- Ensure that the Community Reporters have submitted their productions and deliverables (including interviews) and ensure the use of this information to improve the quality of the program.
- Maintain and submit monthly tracking of productions to the Senior Program Manager.

- Plan and participate in program evaluation activities such as focus group discussions and detailed interviews with listeners.
- Prepare and facilitate Content Advisory Groups (CAG) for reviewing scripts and program design.
- Liaise with local media partners and companies, which involves:
 - Monitoring and verifying the dates and times of radio broadcasts and repeat broadcasts to ensure proper reporting and justification for invoices.
 - Negotiating rates and contracts
 - Providing feedback in real time
- Support the Senior Program Manager to plan and carry out promotional activities for the program.
- Keep an English version of scripts, vox pop, interviews, and other interventions.
- Perform other tasks requested by the Senior Program Manager or Equal Access HQ.

Required Skills & Qualifications:

- Fluency in English is a must. Advanced Somali language skills required.
- At least eight years of relevant work experience in communications/media production, preferably in East Africa.
- Strong networks with radio and tv producers.
- Experience in selling radio/tv airtime and digital advertising
- Experience developing strategic communications campaigns that include online and offline mediums
- Experience developing scripts and program briefs for radio and tv show productions
- Experience designing and executing social media campaigns
- Experience training community reporters and/or citizen journalists preferred.
- Good knowledge of computers including use of email; Google suite; PowerPoint; Adobe Photoshop; InDesign; and Microsoft Word.
- Experience in video editing using Adobe Premiere Pro, Nero Platinum, Pinnacle Studio, Apple Final Cut Pro among others.
- Able to work under pressure and deadlines with minimum supervision.
- Have a sound understanding of and commitment towards good development practice including participatory approaches, the building of ownership and ability to consistently work as a team member.
- Bachelor's degree (media/production/communication) required; advanced degree(s) preferred.

To Apply:

Interested applicants should e-mail a copy of your CV and statement of interest to eajobs@equalaccess.org with the reference "Media Content Advisor, Somali Voices" in the subject line.

Kenyan Nationals are strongly encouraged to apply

EAI is an Equal Opportunity Employer.