About PACJA

PACJA (Pan African Climate Justice Alliance) is a Consortium of more than 1000 organizations from 48 African countries, and brings together a diverse membership drawn from Faith-based Organizations, Community-based organizations, Non-Governmental organizations, Trusts, Foundations, Indigenous Communities, Farmers, and Pastoralist Groups with a shared vision to advance a people-centered, rights-based, equitable, just and inclusive approach to climate response.

The Alliance works with, and for people at the frontline of climate crisis in rural settings, and believes that environmental and climate justice will be achieved only if governments recognize the right to justice and respond with policies, resources, and actions to meet the needs and aspirations of their citizens and that vulnerable groups such as women, indigenous peoples (Ips), youth, people living with disabilities (PWDs), who must be included in all aspects of decision-making processes especially in climate financing and in climate information and services (CIS).

PACJA’s Programme mirrors three thematic areas, namely Resilient People Societies and Economies (ReSPE), Just Transition and Energy Access (JTEA), and Climate Finance (CF), which informs its interventions, and particularly the implementation of the Nationally Determined Contributions of the Paris Agreement and overall acceleration of climate action.

About the African Activists for climate Justice (AACJ) Consortium

Climate change is having a growing impact on the African continent, exacerbating food insecurity, land degradation, population displacement and stress on water resources. However, many African citizens do not yet connect the multiple challenges they face to the global causes of climate change.

Besides, for most governments, climate change is not yet a policy priority. Partly this is because other crises urgent demand attention: corruption, debt, political instability, violence and unrest, inequality, unemployment, and more recently COVID-19. Majority of African governments also lack understanding of how climate change is disproportionately affecting citizens who already face many challenges and injustices: women, youth and local communities, such as indigenous communities and urban poor. Policy making processes should proactively involve these constituencies to ensure their voices, and fundamental rights are met. Most governments find it difficult to balance between the needs of current and future generations and the health of the planet.

It is with this background that PACJA came together with three other organisations to establish a Consortium, the African Activists for Climate Justice (AACJ), to respond to a call for Proposals by the Dutch Government under the Power of Voices Partnership, which the consortium has since won. The AACJ Consortium brings together PACJA as the Lead Applicant; Oxfam Novib, Natural Justice, African Women Communications Network (FEMNET) as Co-Applicants; and African Youth Commission (AYC) as an implementing
Partner. The AACJ Consortium believes that it is hugely unjust that people who have contributed least to the changing climate are most impacted. The Consortium believes that the causes and effects of climate change must be related much more strongly to concepts of justice, in particular, *environmental justice* and *social justice*.

The AACJ Consortium will therefore fortify and contribute to the strengthening of African movement for climate justice while amplifying the voices of Africans in the global conversations around climate action. The Consortium will work with women, youth and local communities – as well as other traditionally side-lined groups, such as people with disabilities – to call on governments and the private sector to boldly act on the climate crisis while upholding the rights of all people to live a decent and dignified life in a healthy environment. To implement the Project, the Consortium seeks to fill the following vacant positions from suitably qualified persons.

**ADVOCACY OFFICER**

**A. POSITION SUMMARY**

<table>
<thead>
<tr>
<th>Employment:</th>
<th>Full time</th>
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</thead>
<tbody>
<tr>
<td>Working hours:</td>
<td>Monday to Friday reporting in the office from 8.30 a.m. to 5.00 P.M</td>
</tr>
<tr>
<td>Supervisor:</td>
<td>Project and Contract Manager</td>
</tr>
<tr>
<td>Supervisee:</td>
<td>None</td>
</tr>
<tr>
<td>Duration of Contract</td>
<td>Five years fixed term</td>
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<tr>
<td>Duty station:</td>
<td>PACJA Secretariat, Nairobi Kenya</td>
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The Advocacy Officer is in charge of contributing to the achievement of AACJ’s mission to promote climate justice regionally and globally by influencing policies, systems, structures, and practices of the Governments and actors through lobbying and advocacy. S/he will collaborate extensively with Advocacy Leads of the AACJ Consortium and with the colleagues in the 8 project countries to develop, organize and execute a wide range of activities to influence policy and practice according to the scope of the AACJ project, and specific results-oriented pathways. S/he will build the policy capacity of the implementing partners and advice on project implementation on matters on issues of policy and advocacy.

**B. DUTIES AND RESPONSIBILITIES**

a) Coordinate the development of an advocacy and campaign strategy for the AACJ Project together with the advocacy staff of the (consortium) partners in the project

b) Work with consortium partners to develop and implement capacity strengthening trajectories around advocacy and influencing
c) Proactively work with advocacy staff of the (consortium) partners to identify potential ACJ advocacy agenda’s by identifying human rights protection and governance gaps relevant to AACJ strategic interests.

d) Work with advocacy staff across the consortium to ensure when relevant timely development of position papers, policy briefings, presentations, and other advocacy materials for the project.

e) Advice technical staff and other relevant stakeholders on meaningful engagement with key actors and institutions.

f) Provide guidance and thought leadership on all policy and advocacy and governance developments relevant to AACJ’s work

g) Act as focal person for information dissemination towards the donor in case of any arising issues in a timely and effective way regarding the violation of climate justice rights;

h) Perform any other duty as maybe assigned by the Project and Contract Manager

C. REQUIRED COMPETENCIES

a) An agile, strategic, and critical thinker, with the ability of setting process, performance, and outcome goals.

b) Excellent communication skills both verbal and written English, ability to speak French and Portuguese will be an added advantage

c) Ability to pay attention to details

d) Excellent planning and organizational skills to manage own workload and co-ordinate the work of others.

e) Excellent diplomatic and negotiation skills

f) Ability to quickly understand and absorb new topics, issues, and disciplines and distill relevant advocacy strategies from them;

g) Ability to deliver oral, catchy, and informative presentations to various audience.

h) Ability to work autonomously and in a team setting.

D. QUALIFICATIONS AND EXPERIENCE

a) A degree in international relations, communications, public relations, or a related field

b) At least several years’ experience in the climate change/Justice discourse Minimum 5 years’ experience in the implementation of advocacy projects.

c) At least 5 years of work experience in a similar position preferably with INGO

d) Demonstrable experience and achievements working in and advocating towards multi-stakeholder
platforms and processes and working on advocacy within movements.

e) Track record in policy analysis, writing and editing articles, website content, reports, and press releases.

f) Experience working in an international environment.

g) Good understanding of political affairs and international institutions dynamics in Africa.

h) Excellent experience of working with governments, intergovernmental agencies, the private sector, CSOs

i) Good understanding of the policy process in international fora, i.e., UNFCCC, SBSTA, and others;

j) Experience in stakeholder mapping and strategizing according to policy objectives of different projects.

8. COMMUNICATION & KNOWLEDGE MANAGEMENT

A. POSITION SUMMARY

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<td>Supervisor:</td>
<td>Project and Contract Manager</td>
</tr>
<tr>
<td>Supervisees</td>
<td>ICT Officer, Communications and Media officer, Online Communications Officer, Young Digital Activists (YDAs), Communications Interns and also oversees Graphic designs</td>
</tr>
<tr>
<td>Duration of Contract</td>
<td>Two years fixed term</td>
</tr>
<tr>
<td>Duty station:</td>
<td>PACJA Secretariat, Nairobi Kenya</td>
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</table>

PACJA employs four main approaches to advocacy: empowerment, policy influencing; campaigning; and convening for change. Advocacy is, in essence, about communicating to convince people to change, and communications tools are an essential aspect of this. Just as important as our policy positions are the ways in which we communicate them. Concise and coherent messaging of our positions will lead to more effective communications and a more receptive audience.

B. KEY RESPONSIBILITIES

Within the broad parameters set in PACJA’s Strategic Plan 2021-2025 and PACJA’s Advocacy strategy:

1. Strategy: Foster a robust communication strategy for PACJA’s impact and added value underpinning its advocacy work and supporting fundraising.

   a) Lead the development of PACJA’s communication strategy and coordinate its implementation
b) Ensure necessary monitoring and evaluation of activities to inform future communication directions

c) Contribute expertise in media and online engagement and public outreach to PACJA’s overall strategic planning.

d) Stay abreast of developments of communications tools and methodologies and recommend PACJA on how best we can improve our internal and external communications.

2. Advocacy: Enhance the efficiency of PACJA’s people-centered advocacy campaigns and help increase public awareness of the issues we are working on.

a) In collaboration with PACJA’s Thematic Leads and the National Platforms, contribute to raise public awareness and positively influence public opinion around thematic issues that PACJA is working on

b) Develop new and creative communication streams, including podcasts and videos

c) Coordinate public and targeted outreach and profiling of PACJA at events, including workshops, conferences, forums.

d) Coordinate the effective and successful implementation of PACJA’s digital strategy

e) Respond, or ensure that the communication team responds to public inquiries about PACJA issues received by phone, email, or letter.

3. Profiling and Branding: Build consistent and powerful branding at local, national, regional, Pan African, and international levels and increase PACJA brand awareness

a) Ensure that the PACJA website is updated and steadily improved by posting articles, blogs, videos, and other educational content and by overseeing all website copy to ensure quality

b) Ensure that the website audit is implemented within the given timeframe.

c) Review and update PACJA branding guidelines, and ensure its dissemination and application across the network

d) Provide technical backstopping and support to improve National Platforms programs’ branding and profiling

e) Ensure that all PACJA output, including articles, briefing papers, and key communication material, is in PACJA’s in-house style

f) Identify opportunities for profiling PACJA in Africa and beyond as required.
4. Media: Get our messages across on media such as newspapers, magazines, radio or television, and new social media.
   a) Build relationships and contacts with relevant print, broadcast, and online journalists in Africa and beyond when relevant for PACJA’s work.
   b) Review PACJA’s work and research regularly to identify possible stories, undertake proactive media engagement, and coordinate writing press releases and pitching feature articles.
   c) Ensure that PACJA responds to all media inquiries in a timely and accurate fashion.
   d) Ensure that journalists are briefed as required and draft reactive statements and letters to editors.
   e) Organize press conferences as required.
   f) Produce media briefings for press conferences and events as required.
   g) Coordinate the arrangement of media interviews for PACJA staff and draft briefings for them when appropriate.
   h) Ensure that all PACJA media coverage is recorded for dissemination and archive.
   i) Offer periodic training to staff at PACJA in media skills and dealing with the press more generally.

5. Supporting fundraising
   a) Ensure that PACJA’s best practices are communicated in a way that foster visibility and ultimately contribute to fundraising for the organization.
   b) Develop PACJA promotional material, leaflets, and portfolio documents.
   c) Give technical advice and input for incorporating visibility and communications in funding proposals and reports where appropriate.
   d) Ensure that PACJA’s database is up to date and effectively used for communication and fundraising purposes.

6. Team management and coordination
   a) Train, motivate and manage the Communication and Media Officer and the Online Communications Officer to assist in carrying out the above responsibilities.
   b) Manage and supervise the work of communication interns as required.
   c) Coordinate the support offered by the Communications Team to PACJA’s National Platforms and thematic programs.
   d) Manage and support the Young Digital Activists in their campaigns at the National Platforms.
   e) Contribute to a culture of information sharing and organizational learning in communication;
f) Develop and administer the necessary administrative systems for tracking all PACJA’s interactions with the press and members of the public

g) Coordinate quality translation (English to French) in the organization

h) Because of the dynamic environment, there might be a need to take on any emerging tasks in agreement with the supervisor. PACJA’s work in relation to communication keeps evolving.

7. Capacity building of PACJA staff across the network in communication skills and practices

a) Develop training packages for PACJA staff at the Secretariat and the National Platforms level

b) Train staff and other stakeholders on emerging issues in communications and how to harness opportunities in the area i.e., digital media, social media etc.

c) Train staff and other stakeholders on branding and use of visual communication

d) Train staff on strong presentation skills, i.e., creating professional and short power points

C. REQUIRED QUALIFICATIONS

a) Master’s degree in Communications, Journalism, Public Relations, and International Relations or a similar field.

b) At least 5 years’ relevant experience in communications (preferably in the climate change sector)

c) Fluent in written and spoken English and French is an added value.

d) Fully conversant with ICT and office applications; experience of web content management systems

D. RELEVANT KNOWLEDGE AND SKILLS

a) Excellent written and oral communications skills (English and French), with the ability to adapt style

to suit different audiences and communicate complex and nuanced issues to the media.

b) A creative and innovative approach to communications and branding.

c) Up to date on new opportunities for the climate change sector presented by blogging and social media

d) Excellent collaboration, teamwork, and interpersonal skills

e) Creativity, innovation, and ability to take initiative

f) Ability to work well in a multicultural environment across different geographical locations

g) Ability to handle change and unpredictability

h) Ability to deliver under pressure and to multi-task

i) Attention to detail
j) Ability to conceptualize and present ideas in a clear and convincing manner

k) Good analytical and strategic skills

l) Good understanding of and willingness to learn more about development and climate change injustices in Africa and trends in public and private sectors

**How to apply:**

Send your application to hr@pacja.org copying Julian.Ongonge@resourceedge.org by the 17th of May 2022, with a resume and a cover letter.