



JOIN OUR FIGHT
FOR CHILDREN AT RISK
ON THE STREETS

COMMUNICATIONS OFFICER
RECRUITMENT PACK

RAILWAY
children
Fighting for street children



WE BELIEVE IN A WORLD WHERE NO CHILD HAS TO LIVE ON THE STREETS

At Railway Children, we fight for vulnerable children who live alone and at risk on the streets, where they face abuse and exploitation. They run away or are forced to leave homes where they suffer poverty, violence, abuse and neglect.

They find themselves living on the streets because they have nowhere else to go and nobody to turn to.

Every day we fight to change their story.

OVER 10,000 CHILDREN SURVIVE ON THE STREETS OF TANZANIA

We work in East Africa, where children alone on the streets are frequently regarded by society as a nuisance that must be tolerated - a 'problem' rather than vulnerable children who desperately need help and support. Many are treated as criminals and locked up with adults, where they are subjected to further violence and sexual abuse.

Our pioneering work enables us to get to children before the streets get to them.



WE KEEP CHILDREN OFF THE STREETS FOR GOOD

WE DO THIS IN THREE WAYS

ON THE STREETS

We race to reach a child on the streets before abusers, drug dealers and traffickers do. Finding them shelter, food and support is the first step.

IN COMMUNITIES

We work with families, neighbours and wider communities to raise awareness, change perceptions and to help all children get the support they need to stay safe.

WITH GOVERNMENTS

If the system doesn't change, nothing does. We lobby governments, pressurise and campaign until we get the policy changes that keep children safe, well and off the streets forever.



WE WILL NEVER STOP FIGHTING FOR STREET CHILDREN. WILL YOU?

At Railway Children, we see ourselves as warriors, united in changing the long-term future for children living alone and at risk on the streets.

Our passion and values underpin everything we do. They unite us and provide the energy and optimism that drives us to work harder and harder for the children and young people we are privileged to help.

If you share our passion and our values, the chances are, you'll fit right in.

Effectiveness

Our work is constantly judged on results and impact and then assessed to ensure maximum return on investment, both in our programme outputs and financially. Every penny of donors' money is invested with care and attention to detail.

Innovation

We think outside the box, and are constantly reviewing our work to find new and improved ways of doing the best for our beneficiaries. We lead rather than follow and constantly push ourselves to deliver sector leading work.

Bravery

We are not afraid to push the boundaries, ask the tough questions, try new things or challenge the norm in order to change the world.

Honesty & integrity

We will always act with integrity towards our supporters, partners and peers, acting in the best interests of our beneficiaries at all times.

Sound like you? Then read on...



THE ROLE

COMMUNICATIONS OFFICER

Salary: Competitive

Location: Dar Es Salaam

Reporting to: Advocacy Manager

JOB PURPOSE

To build the profile of and support the achievement of RCA's objectives of improving the lives of children living and working on the streets through the development and implementation of a local communications plan.

KEY RESPONSIBILITIES

Communications strategy and planning

- Contribute towards the development and implementation of a communications plan for the East Africa programme.
- Contribute to annual and quarterly planning and budgeting of communications activities.

Communications contents and editing

- In coordination with the programmes team, provide a regular flow of content for ongoing external communications.
- Contribute to documentation of best practice and key programme lessons learned.
- Write and/or translate high quality communications materials ensuring these are targeted for a range of stakeholders and purposes.
- Proofread contents of any RCA publications.

Branding

- Uphold RC branding guidelines and those specific to funding partners; make colleagues aware of the same.
- Acting as the brand guardian, ensure RC branding is regular and consistent and materials produced as when needed (business cards, signs, car stickers, t-shirts, brochures etc).

Public relations and networking

- Develop media campaigns to raise awareness of children living and working on the streets (CLWS).
- Contribute to identifying external learning and PR opportunities which may include organisation of, and or participation and presentations at conferences and events.

Public relations and networking (continued)

- Support the delivery of campaigns through partnership and consultation to achieve the objectives for each issue selected.
- Develop and manage relationships with a variety of media in order to support the delivery of RCA campaigns.
- Work with RCA team and UK communications function to actively develop use of social media platforms as an advocacy tool for RCA.
- Help uphold RCA media guidelines and make team aware of the same.
- Assist in production of press-releases as when requested.

Fundraising

- Provide content and material as and when required to support fundraising initiatives within East Africa and for the UK office.
- Support in the organisation and delivery of fundraising events, initiatives and campaigns within the region.

Production and publishing

- Develop and manage the process of production and publishing of all RCA materials.
- Liaise and work closely with the UK Marketing team to ensure that materials are in line with RC brand and style.
- Source designing and printing services ensuring quality and value for money.

PERSON SPECIFICATION

EDUCATION/ QUALIFICATIONS

- A degree in a relevant field/marketing qualification or equivalent experience.

EXPERIENCE

- At least two years' experience in a communications role within an international development organisation.
- Evidence of producing high quality and effective communication materials.

KNOWLEDGE AND SKILLS

- Excellent written communication skills with the ability to adapt style and messages to a range of audiences.
- Good knowledge of a range of different media.
- Strong presentation skills including ability to present information in creative and engaging ways.
- Excellent networking and liaison skills with the ability to form positive relationships with a wide range of internal and external stakeholders.
- Good organisation skills with a strong attention to detail.
- Exceptional interpersonal and influencing skills.
- Excellent IT skills.
- Ability to negotiate with suppliers.
- Fluency (both written and spoken) in English and in Swahili.

APTITUDE

- Solution-oriented and flexible with the ability to work proactively.
- Ability to build strong team relationships.
- Demonstrable commitment to and the ability to uphold and promote Railway Children's core values of Integrity, Bravery, Innovation and Effectiveness in all activities.
- Willingness and ability to travel extensively.

GENERAL DUTIES

- Uphold and work within Railway Children's policies and procedures.
- Actively promote and embody Railway Children's core values of Integrity, Bravery, Innovation and Effectiveness across the organisation and partners.
- Travel to Railway Children's field operations as and when required.
- Undertake any other duties, as appropriate to the post, as delegated by the line manager.





A GREAT PLACE TO WORK.

Railway Children Africa is an International NGO registered in Tanzania, no. 1563, as an affiliate of our parent company Railway Children UK.

Railway Children has been working in Africa for over 10 years. We continually strive to provide a positive work environment for all our employees.

This is an exciting time to be joining Railway Children Africa.

In the next five years we have exciting plans to upscale our work dramatically.

We will work in more locations than ever before, in Tanzania and across East Africa.

We will recruit more staff.

We will raise more than \$10 million.

And here's the best part, we will transform the lives of more than 12,000 of the region's most vulnerable children.

If you would like to be part of this exciting journey, we'd love to hear from you.



STILL INTERESTED?

HOW TO APPLY...

To apply for this post, please submit a letter outlining how you meet the criteria, including your current salary level and your current curriculum vitae to:

jobs.tanzania@railwaychildren.or.tz

Please ensure you include the job you are applying for in the subject of your email application. Applicants that fail to do this may be misplaced.

Closing date: 10th February 2018

We regret that it is not possible to respond to every applicant and only those selected for interview will be notified.

THANK YOU.