

JOB DESCRIPTION

JOB TITLE	DIRECTOR, COMMUNICATIONS & ENGAGEMENT		GRADE	5
PILLAR	COMMUNICATIONS & ENGAGEMENT			
ABOUT THE ORGANISATION	<p>We work to reduce poverty by strengthening Africa’s financial markets.</p> <p>Based in Nairobi, FSD Africa was established in 2012 and is funded by FCDO. It has a team of just over 50 people, of whom 10 work in the investment arm, FSD Africa (Investments)(FSDAi).</p> <p>FSD Africa is a specialist development agency set up to support breakthrough ideas to build and strengthen financial markets across sub-Saharan Africa. It works to reduce poverty by strengthening Africa’s financial markets. It does this by tackling the most intractable financial market challenges in Africa - including the lack of long-term finance, especially in local currency, and inadequate risk management capacity.</p> <p>FSD Africa’s team of financial sector experts works alongside governments, business leaders, regulators, and policymakers to design and build ambitious programmes that make financial markets work better for everyone. Depending on the project, it can provide grants, investment capital, technical assistance, and market insights (e.g., through research) to ensure it achieves its objectives.</p> <p>We focus our work where the need is greatest, and where we believe the potential for impact is the most significant. We have a specific mandate to invest in breakthrough, innovative ideas that we believe can have a transformative impact.</p> <p>Following the recent announcement of changes to the UK development budget, FCDO has reaffirmed its support for FSD Africa as a regional financial market development programme and has invited FSD Africa to construct a new strategy. FSD Africa seeks to be at the forefront of innovation and action for financing a sustainable future for Africa.</p>			
REPORTING RELATIONSHIPS	REPORTS DIRECTLY TO	CEO, FSD Africa		
	REPORTS INDIRECTLY TO	n/a		
	DIRECT REPORTS	Assistant Director / Head Public Affairs, Manager, Campaigns and Partnerships, Manager, Content & Communication, Programme Assistant		
	INDIRECT REPORTS	Consultants engaged in projects		

JOB PURPOSE	Targeted, tactical and influential communication is a key tool for FSD Africa. It helps to drive the impact of our programmes, enabling policy and practice changes that help to fundamentally change the shape of Africa’s financial markets for the benefit of all. It also positions FSD Africa as a trusted counterpart, giving it the license to operate in the spaces where change happens as a thought-leader but also a world-class delivery partner.
Job Purpose Continued	<p>The Director of Communications & Engagement plays an essential role in ensuring effective two-way communication between FSD Africa and her stakeholders, especially with the FCDO.</p> <p>The Director of Communications & Engagement leads FSD Africa in exploring the ways in which achievement of our strategic goals is dependent upon influencing others towards changed mindsets and behaviours; facilitating a collaborative process to develop a Communications & Engagement Plan. He/she then leads a team of communications specialists to implement the plan, and to review lessons learned so that our capacity to leverage change through communication is continually enhanced.</p> <p>In addition, the Director of Communications & Engagement makes an important contribution to the development and evolution of FSD Africa’s strategic plan; ensuring that the organisation is responsive to the changing requirements of key stakeholders (especially, FCDO and HMG), and helping to develop and demonstrate a compelling value proposition for our development partners.</p>
<p>KEY RESPONSIBILITIES AND ROLE REQUIREMENTS</p> <ul style="list-style-type: none"> • Situational Understanding <p>Ensure a comprehensive understanding of FSD Africa’s operating environment and the ways in which the achievement of our strategic goals is dependent on influencing others towards changed mindsets and behaviours:</p> <ul style="list-style-type: none"> • Develop understanding of the environment surrounding FSD Africa, carrying out 'horizon scanning' to identify risks and opportunities, and keeping up to date on global and regional trends; ensure an ever-increasing understanding of fields that are important to FSD Africa: <ul style="list-style-type: none"> ○ Consult with key subject-matter experts in fields that are important to FSD Africa (e.g. climate change, the digital economy, development finance, economic development, development impact) ○ Subscribe to relevant knowledge / research / news platforms and read widely ○ Participate in knowledge sharing conferences and seminars • Ensure that stakeholder analysis and high-quality audience research are conducted, resulting in a deep understanding of stakeholder positions / interests; develop a way for segmenting and prioritizing target audiences, and strategies for connecting with potential new partners/collaborators • Support the Senior Managers of FSD Africa in clarifying their influencing agendas; scoping out the mindset or behavioural changes and other influencing challenges that are required for FSD Africa's success. • 	

- **Strategic Relationships**

Proactively develop strategic relationships and partnerships that will result in enhanced impact and reach for FSD Africa-

- Proactively develop an extensive network of impactful external relationships (including with potential investors, global and regional press, key institutions and influencers in sub-Saharan Africa); manage and nurture relationships at all levels.
- Initiate, lead and participate in high-level meetings on behalf of FSD Africa, grasping opportunities for mutually beneficial collaborations, as well as ensuring that our values, insights and positions are reflected
- Ensure that influencing strategies are tailored to the various stakeholder groups and included in the overall Communications & Engagement Strategy; aiming to explain FSD Africa's value addition and enhance levels of support and collaboration from key players globally, -and regionally in sub-Saharan Africa
- Oversee FSD Africa's programme of high-profile events and conferences, ensuring that the influencing goals for such events are clearly articulated via a results management framework and monitored to ensure value for money

- **FCDO Liaison**

Develop the relationship between FSD Africa and the FCDO; ensuring strategic alignment, mutually beneficial two-way information flow, and effective operational collaboration:

- Take a forward-looking and holistic view of HMG priorities, policies and changing needs; clarify how FSD Africa can add value in both the present moment and in case of anticipated changes
- Work collaboratively to conceptualise joint strategies and programmes which will add value to FCDO as well as push forward FSD Africa's agenda of driving inclusive financial development for sub-Saharan Africa
- Provide timely briefings to FSD Africa management so that they may respond to and anticipate changing priorities and grasp any opportunities that are presented as a result
- Ensure that influencing, insights generation and communication strategies tailored for FCDO and stakeholders are included and prioritised in the overall Campaigns & Communications Strategy and annual plan
- Ensure that the FCDO relationship is adequately covered through the appointment of a Head of Public Affairs

- **Strategy & Impact**

Lead the development of FSD Africa's overall Communications & Engagement Plan; facilitate the crafting of creative, feasible and measurable strategies to influence decision-makers and support the efforts of FSD Africa's programmes and partners to drive systemic change:

- Lead the Communications & Engagement team and Pillar Heads to think through FSD Africa's (overall organisation and programme) communications agenda; segmenting audiences, defining change goals, developing innovative ideas for influencing and determining key messages
- Oversee the collation and prioritisation of the needs identified above and develop overall strategy; clarifying what activities might be handled at Pillar level (as part of projects) and which will be centrally resourced by the Communications & Engagement team
- Facilitate the development of a unifying brand that will maintain and raise the profile of the organization as a thought leader on financial sector development; ensure that brand assets are updated accordingly

- Liaise with the Results team to ensure that MRM frameworks and data collection tools are developed so that our understanding of how to leverage change via communications strategies is enhanced; review lessons learned and revise strategies accordingly
- Draft, submit, and oversee implementation of the Annual Plan and Budget for the Communications & Engagement team, including:
 - Develop and implement a cross-cutting portfolio of impactful projects and campaigns
 - In balance with the previous goal, ensure responsiveness to changing environment / political landscape / emerging events - leading adjustment of the communication plan if required
 - Lead the process of gathering and communicating insights - by acting as a subject matter expert personally and also by guiding and supporting the work of the Assistant Director / Head Public Affairs
 - Support development and utilisation of impactful communication channels and platforms
 - Prioritize resource utilization (HR & Financial) based on comparative impact (VfM)

- **Departmental Leadership**

Provide leadership to the Communications & Engagement Unit; ensuring that resources are managed effectively, and that staff and consultants are well motivated:

- Develop and manage the budget for the unit; ensuring that finances are managed in line with FSD Africa's policies and that good value for money is achieved
- Ensure that the pillar is resourced with the expertise necessary to deliver on strategy & project implementation; through a combination of recruitment and management of staff and procurement of consultants
- Ensure that FSD Africa gets value from its outsourced press office (Hudson Sandler)
- Liaise with the Director of Results to appropriately allocate responsibilities between the two departments and ensure that sufficient resources (people, systems, infrastructure) are in place for quality delivery
- Ensure that each team member (staff & consultants) is provided with clarity concerning goals and expectations of their personal role in achieving results, standards and behaviour
- Plan and organize the work of the team to accomplish strategic & project goals in the most cost-effective and impactful manner possible
- Ensure delivery of an engaging leadership style that motivates team members and results in high performance

- **RISK MITIGATION**

Lead the mitigation of risk for all activities in which the Communications & Engagement pillar is involved; including those associated with procurement, cyber security, business continuity, and workplace health, safety and security:

- Contribute to the development of the organization-wide risk management matrix and protocols; build a forward-looking view of risk that will enable the communications team to respond quickly to take preventative action &/or grasp strategic opportunities
- Ensure the Pillar is compliant with institutional policies and procedures, liaising with internal and external auditors as necessary; ensure swift corrective action is taken to address any issues pertaining to the services being managed.

Carry out any other duties or special assignments as assigned by the CEO FSD Africa

PERSON SPECIFICATIONS

- Bachelor's or ideally Master's degree
- Excellent written and verbal skills in English

Essential Experience, Knowledge and Skills

- At least 15 years of experience, including at least 5 in a leadership role, in a communications agency active in the same field as FSD Africa, or in the Comms team of an international organisation like FSD Africa
- Demonstrated network of external relationships with key players in financial sector development in Africa and, ideally, with the UK government, preferably FCDO
- Evidence of having achieved policy/behaviour change as a direct impact of communication campaigns developed and managed by the candidate
- Able to develop and deliver a comprehensive Communications Strategy with measurable positive impact on the achievement of key organisational goals
- Excellent public speaking and thought leadership abilities
- A structured mindset able to manage key stakeholder relationships over an extended period and marshal different resources to deliver planned outcomes
- A deep understanding of how to use different kinds of content in different circumstances; demonstrable experience of creativity in working with different content and ensuring that written, visual or audio content is developed to a high-quality standard
- Experience with managing and reporting on complex donor-funded projects, managing risk and ensuring value for money; ability to manage project portfolio in GBP 500,000-£1m per year range.

Desirable

- Experience of working in a multi-cultural environment
- Previous experience of working in FCDO-funded projects
- Languages: French, local African languages

COMPETENCIES	Level 1 Foundation	Level 2 Specialist	Level 3 Leadership
Commitment & Drive for Results			✓
Proactivity & Innovation			✓
Effective Resource Management			✓
Relationship Building			✓
Communication & Influencing			✓
Thinking & Problem Analysis			✓
Learning & Resourcefulness			✓

KEY RELATIONSHIPS

Internal Relationships

- CEO FSD Africa

External Relationships

- International development organisations, ideally FCDO, and DFIs (CDC, AfDB etc.)

<ul style="list-style-type: none"> • Pillar Heads; especially CIO and Director of Results 	<ul style="list-style-type: none"> • Other UK government entities, especially DIT and HMT and their counterparts in Africa • Partner organisations • Investors, funds • International think-tanks and academic institutions with an interest in climate change, global economic development etc. • Supporting consultants
FINANCIAL RESPONSIBILITIES	
Direct Control <ul style="list-style-type: none"> • 	Indirect Influence <ul style="list-style-type: none"> •

APPROVAL PROCESS	SIGNATURE	DATE
Job Holder		
Director HR & Talent Management		