

THE CROSS-CULTURAL FOUNDATION OF UGANDA

TERMS OF REFERENCE FOR COMMUNICATIONS / ADVOCACY OFFICER

OVERALL TASKS INCLUDE:

Strategy development	Contribute to the development and implementation of a strategic communications and advocacy agenda for CCFU.
Project Management	Assume lead management role for the implementation of CCFU's Cultural Heritage Project
Knowledge Management	Supervise the management and development of CCFU Resource Centre as a reference point for knowledge on "culture in development" and pluralism
Networking	Establish linkages and collaborate with relevant stakeholders in and outside Uganda to promote and preserve culture as vital for human development
Programme support	Participate in CCFU's internal management mechanisms

KEY RESULT AREAS:

1 Strategy development

- Identify relevant issues for engagement on "culture in development" in light of prevalent development trends and debates
- Develop, update, and implement CCFU's communications strategy including document and disseminate knowledge generated from CCFU's work to relevant audiences
- Participate in CCFU monitoring and evaluation meetings, internal reflections and retreats

2 Project Management

- Assume lead role for the day to day implementation of the "Enhancing Heritage Education in Uganda" project, including (review heritage resource kits for schools; support to heritage clubs and to community museums and management of heritage competition)
- Monitor and evaluate progress and budget
- Ensure donor requirements are met

3 Knowledge management

- Supervise the management, development and marketing of the CCFU Resource Centre
- Develop and implement plan on popular dissemination of pluralism knowledge outputs
- Monitor and evaluate the performance of the Resource Centre

4 Documentation and communication

- Develop documentation outputs into publicity and training materials – print (policy briefs, brochures, leaflets, posters, stickers, etc), and photography on aspects of 'Culture in Development' as defined by the Foundation
- Coordinate the dissemination of knowledge generated by CCFU through the media, CCFU Support Group, Resource Centre and other relevant avenues
- Supervise and contribute to regular updates of the CCFU website
- Identify and utilize appropriate electronic media communication tools to disseminate knowledge generated by the Foundation

5 Networking and publicity

- Effectively represent and participate in discussions and public fora related to 'Culture in Development', Cultural Heritage and Pluralism
- Identify and establish linkages with potential partners in promoting our core programme areas in and outside Uganda
- Work with the media to ensure effective communication of CCFU's documentation outputs

6 Programme support

- Liaise with CCFU management and participate in fundraising for the Foundation's communications /advocacy agenda
- Participate in CCFU planning and budget monitoring meetings, staff meetings, retreats

II PROFILE OF COMMUNICATIONS ADVOCACY OFFICER

PERSONAL ATTRIBUTES

- Interested in heritage/ cultural issues, and social change
- Team player with good leadership and negotiation skills
- A learner and willing to multi-task
- Pleasant and dynamic personality
- Methodical – giving attention to detail

ACADEMIC QUALIFICATIONS AND SKILLS

- Masters in Social Policy /Mass Communications /Development Journalism or related field
- Minimum of 5 years experience
- A track record of having made a difference through advocacy campaign
- Proficient in written and verbal English
- Proficient in using ICT and social media