



Mission inclusion supports innovative and mobilizing community actions in favour of the social inclusion of vulnerable or marginalized people in 14 regions of Quebec and in 12 countries around the world. One of the few foundations in Quebec to show its solidarity at home and abroad, **Mission inclusion** supports actions resolutely focused on profound and lasting social change. It builds quality relationships with partners, many of whom have marked the social development of their countries. **Mission inclusion**, in 2019, adopted a new name and programming strategy, which are a great source of motivation for its team, and is currently looking to fill the position of:

COMMUNICATION AND ADVOCACY COORDINATOR

Nairobi, Kenya (for nationals only)

JOB SUMMARY

Under the supervision of the Chief of Party (CoP), **Mission inclusion** is seeking a Communication and Advocacy Coordinator for a regional program in five countries of Western Indian Ocean (WIO), funded by Global Affairs Canada (GAC). The Communication and Advocacy Coordinator reports directly to the CoP and ensures in amplifying the impact of the project by developing and implementing gender-inclusive communication and feminist advocacy strategies. The Communication and Advocacy Coordinator will work with all ReSea team based in Nairobi and will interact with the MEAL and COMM officers based in each seascape. This person will coordinate and collaborate with MI Communications Team to ensure the alignment with Mission inclusion's institutional editorial policy and support public engagement initiatives in Canada. This person will also work very closely with the COMM team of International Union for Conservation of Nature (IUCN). This role is based in Nairobi at the regional hub of ReSea program.

PROJECT SUMMARY

Mission inclusion (Mi) aims to deliver the Regenerative Seascapes for People, Climate, and Nature Project (ReSea), in partnership with the International Union for Conservation of Nature (IUCN). This project is funded by GAC and has the objective of enhancing the physical and socioeconomic resilience of people living in coastal communities to adverse impacts of climate change in the Western Indian Ocean (WIO) region. Anchored to the WIO-led and Africa-driven Great Blue Wall (GBW) initiative, the establishment of a network of sustainable, resilient, and inclusive seascapes to reduce vulnerability to adverse impacts of climate change for 350,000 people, including women, men, and young people, living in coastal communities in Kenya, Tanzania, Mozambique, Comoros and Madagascar. The project is built upon three key pillars: Blue Planet (conservation), Blue Nature (Nature-based Solution (NbS) focus), and Blue People (women and youth leadership in the blue economy).

KEY ROLES AND RESPONSIBILITIES

Under the supervision of the Chief of Party, the Communication and Advocacy Coordinator will be entrusted with the crucial task of integrating a gender-responsive approach and feminist principles throughout the project communication strategies, at all levels (local, national, and regional). Their dual objective is to address the climate change crisis and strengthen the role of women in the environmental and climate change adaptation sectors. The Communication and Advocacy Coordinator will ensure that all communication initiatives robustly promote gender justice and inclusivity, diligently countering systemic gender-based disparities in alignment with the overarching goals of the

project. The Communication and Advocacy Coordinator will ensure that all communication initiatives are aligned with MI institutional editorial policy.ad

1. Strategic Communications Design:

- Design and develop a comprehensive and gender-responsive communications strategy and an inclusive communications plan aligned with project objectives and project goals with the support of Mission inclusion team and IUCN Communication team based in Nairobi.

2. Strategic Communications Planning

- Implement, coordinate, and lead the approved communications plan in close collaboration with MEAL and COM officers of ReSea, the MI Communications Team in Canada and IUCN Communication team based in Nairobi.
- Collaborate with project partners, including Mission inclusion HQ and IUCN, to ensure cohesive messaging and coordinated outreach efforts.

3. Content Creation and Management that prioritizes gender representation:

- Generate high-quality content, including articles, press releases, newsletters, and social media posts, to promote project activities and milestones.
- Contribute to the project's online presence and ensuring that content reflects a strong gender lens and showcases the stories and experiences of women and marginalized groups.
- Coordinate the creation of storytelling assets including high quality photography, videography and graphic design, with feminist and women's groups networks, that portray women and members of other marginalized groups in empowered roles.
- Update and catalogue the project's growing collection of images and video footage.
- Identify and put in place an efficient system and software for organizing and sharing images and videos to meet internal and external demands.
- Ensure consistent, strategic branding of Mission inclusion, IUCN, and other partners.

4. Media Relations:

- Cultivate and maintain relationships with local and national media outlets to increase project visibility ensuring that the coverage promotes gender equity and empowerment in climate change initiatives.
- Coordinate interviews, press conferences, and media coverage of key events and initiatives highlighting the role and achievements of women and marginalized groups in the sector.
- Where possible, collaborate with women-led and feminist media organizations to promote balanced and empowering narratives.
- Monitor media output to ensure that coverage adheres to the project's objectives and provide feedback and further training where necessary.

5. Advocacy and Stakeholder Engagement:

- Liaise with project participants, community leaders, particularly women and marginalized groups, and stakeholders to gather stories, testimonials, and feedback for use in communications materials.
- Support community engagement events and workshops to raise awareness and facilitate dialogue.

- Support with advocacy for policy changes and community-driven initiatives addressing gender disparities (in climate change adaptation and economic empowerment) to support the project's goals.

6. Capacity Building:

- Provide training and support to project staff, partners, and community members on effective communication strategies and accessible tools that emphasize gender inclusivity.
- Foster a culture of transparent and impactful communication within the project team with a strong emphasis on feminist principles and the importance of gender representation.

7. Monitoring and Evaluation:

- Track and analyze the impact of communication efforts through key performance indicators (KPIs) and inclusive feedback mechanisms, to support women's voice and participation in this process.
- Adapt strategies based on data-driven insights to optimize outreach and engagement, ensuring that the project's commitment to gender and social inclusion remain a priority in all communication efforts.

QUALIFICATIONS:

- Bachelor's degree in communications, Public Relations, or Digital Marketing. Experience in Environmental Studies or a related field is an asset.
- Minimum of 8 years' experience in development, communication, and advocacy.
- Minimum of 5 years of proven experience in communications roles, preferably in environmental conservation or development projects.
- Significant experience in communication with women, women's or feminist organizations, adhering to feminist principles of inclusion, equality, transparency, and empowerment.
- Strong written and verbal communication skills in English (proficiency in French, Portuguese or local languages represented by the ReSea countries is an asset).
- Very high proficiency in digital communication tools, content management systems, and social media platforms.

KNOWLEDGE, SKILLS, AND ABILITIES

- Demonstrated ability to work with government representatives, private sector entities, feminist organizations and their networks, local community organizations, donors, and other stakeholders, particularly at the subnational level.
- Knowledge of policy advocacy, influencing and partnership management/engagement. Demonstrated effectiveness in strategic thinking and policy analysis and dialogue with local and national governments and regional/global organizations.
- Proficiency in applying feminist principles to communication and advocacy, including the use of inclusive and accessible language. Must understand intersectional approaches and be committed to enhancing women's participation, fostering their agency, ensuring their ownership, and promoting their leadership.
- Ability to work collaboratively in multicultural and multidisciplinary teams.
- Excellent interpersonal and communication skills (written and oral). Communication and facilitation techniques would be valuable for both internal and external audiences.

- Passion for environmental conservation (understanding of coastal and marine conservation will be an asset) and a deep commitment to community empowerment.
- Personal commitment to gender equality, children rights and social inclusion.
- Proactive, resourceful, solution and results oriented, creative, and flexible.

CONDITIONS OF EMPLOYMENT

- Duty Station: Nairobi, Kenya, with 20% of travel
- Contract: Fixed-term consultant contract which may evolve into an employee contract.
- Starting date: As soon as possible, ideally mid-November 2023.

HOW TO APPLY

Interested and qualified candidates should follow the instructions below:

- Send their resume and cover letter by email, to HR-RH.international@missioninclusion.ca.
- In the subject line of the email (email), indicate the name of the position, "Communication and advocacy coordinator_regional Hub_Nairobi".
- Name their documents as follows: "First Name _Resume" and "First Name _Cover letter".
- Deadline for applications is November 10th 2023, at 0 a.m., local time in Nairobi.

Only those selected for an interview will be contacted.

Human Resources Department/*Mission inclusion*

Site Web: <https://missioninclusion.ca/en/career/>

Email: HR-RH.international@missioninclusion.ca

Mission inclusion is an inclusive workplace that embraces accessibility, diversity and equality. At any time during the recruitment process, provided they meet the requirements of the position, a candidate may request accommodation. Mission inclusion takes a non-discriminatory approach to recruitment and fosters a diverse workforce.