



CLIMATE ACTION NETWORK UGANDA

Terms of Reference: Volunteer Communications Officer

Position Title: Volunteer Communications Officer

Location: Kampala

Duration: 6 months

Reporting to: The National Coordinator

Date of commencement: July 1st 2024

1. Background

The Climate Action Network Uganda is a civil society organization network working to advance climate action in Uganda and beyond. CAN-U was established formally in 2009 as a loose network comprising of Non-Governmental Organisations, Community Based Organisations, academia, private sector organisations and individuals working on climate change in Uganda. It is a member-based organization, with members coming from all the regions of Uganda.

CAN-U members place a high priority on both a healthy environment and development that meets the needs of the present without compromising the ability of future generations to meet their own needs. CAN-U members work through information exchange and a coordinated strategy to promote government and individual action to tackle climate change issues in the country

Our vision is Vision is A climate Resilient Population, while our mission is achieving Climate Justice and a Just Transition.

Being a member-based organization, CAN Uganda recognizes the importance of having an effective communication system that ensures that all members are promptly informed of current and important matters within the climate change policy and legal realm in Uganda and beyond. To achieve this, there is need for technical capacity in terms of human resources with the required skills to deliver effectively.

In light of the above, CAN Uganda therefore is desirous of bringing on board a *Volunteer* to assist the secretariat in delivering her communication support function.

2. Objective

The primary objective of the Volunteer Communications Officer is to support the National Coordinator in implementing the CAN Uganda communication strategy, enhancing her public image and effectively disseminating information to all the key stakeholders.

3. Key Responsibilities

The Volunteer Communications Officer will undertake the following responsibilities:

A. Communication Strategy and Planning

- i. Assist in implementing CAN-U's communication strategy in line with our goals and objectives.
- ii. Contribute to the planning and execution of communication campaigns and initiatives.

B. Content Creation and Management

- i. Produce high-quality content for various communication channels, including press releases, newsletters, social media posts, blog articles, and website updates.
- ii. Develop engaging multimedia content (videos, graphics, photos) to support communication efforts.

C. Social Media Management

- i. Manage and grow the organization's social media presence on platforms such as Facebook, Twitter, Instagram, LinkedIn, etc.
- ii. Monitor social media trends and engage with the online community to enhance the organization's visibility and engagement.

D. Media Relations

- i. Maintain and build relationships with media outlets and journalists.
- ii. Draft and distribute press releases and media advisories.
- iii. Coordinate media inquiries and facilitate interviews with organizational representatives.

E. Internal Communications

- i. Support internal communication efforts to ensure that staff and volunteers are informed about organizational updates, events, and opportunities.
- ii. Develop and distribute internal newsletters or bulletins.

F. Monitoring and Evaluation

- i. Track and analyze the performance of communication activities using relevant metrics and tools.
- ii. Prepare reports on communication efforts and recommend improvements based on feedback and analysis.

G. Event Support

- i. Assist in planning and promoting events, workshops, and conferences organized by the CAN Uganda.
- ii. Develop promotional materials and manage event communications.

4. Qualifications and Skills

- i. A degree in Communications, Journalism, Public Relations, Marketing, or a related field (or equivalent experience).

- ii. Excellent written and verbal communication skills.
- iii. Proficiency in using social media platforms and digital communication tools.
- iv. Experience with content creation and graphic design software (e.g., Adobe Creative Suite) is a plus.
- v. Strong organizational skills and the ability to manage multiple tasks and deadlines.
- vi. Creative thinking and problem-solving abilities.
- vii. Ability to work independently and as part of a team.

5. Benefits

- i. Gain hands-on experience in communications and public relations within a dynamic and impactful organization.
- ii. Opportunity to enhance your professional skills and expand your network.
- iii. Receive mentorship and guidance from experienced professionals in the field.
- iv. Flexible working hours and the possibility to work remotely.

6. Application Process

Interested candidates should submit their resume, a cover letter, and samples of their previous communication work (e.g., writing samples, social media posts, graphic designs) to can@can.ug by COB 10th June 2024.