

# COMMUNICATION SPECIALIST

## JOB DESCRIPTION

### About the Organisation

#### Financial Sector Deepening Uganda (FSDU)

Financial Sector Deepening Uganda (FSDU) is an independent not-for-profit company committed to promoting greater access to and usage of financial services in Uganda. FSD Uganda seeks to develop a more inclusive financial sector with a focus on low-income individuals (particularly women), youth, Micro, Small and Medium Enterprises (MSMEs), small holder farmers, and refugees.

FSD Uganda works with both public and private sector players to develop sustainable improvements in the livelihoods of low-income individuals through reduced vulnerability to shocks, increased incomes and employment creation. We support innovation, conduct research, help promote and improve policy, laws and regulation that shape the financial sector in Uganda through targeted Technical Assistance (TA) and catalytic grants. FSD Uganda is funded by the Foreign, Commonwealth & Development Office (FCDO - formerly the Department for International Development), the Bill & Melinda Gates Foundation, and the European Union. We are part of a network of eight other organizations working across Sub-Saharan Africa to promote financial inclusion.

For more information, please visit [www.fsduganda.or.ug](http://www.fsduganda.or.ug)

### The Opportunity

FSD Uganda is seeking applications for the position of **Communication Specialist**:

<b>JOB TITLE</b>	<b>Communication Specialist</b>	
<b>REPORTING RELATIONSHIPS</b>	<b>Reports directly to</b>	<b>Executive Director</b>
	<b>Direct reports</b>	Consultants & Service Providers engaged on projects

### About the Job

FSD Uganda is looking for a dynamic, out of the box creative thinker to lead our communications and influencing work in an exciting new strategic phase. The Communications Specialist will lead the FSD Uganda management and technical team in the implementation of an effective communication strategy that supports the delivery of FSD objectives. S/he will be able to take the lead in showcasing FSD Uganda's impact with the aim of influencing stakeholders, and industry decision makers in the development of financial services that are accessible to the poor.

### Key Responsibilities

#### 1. Strategic contribution and programming

Work closely with FSDU's Senior Management to support the development and implementation of FSDU's strategic & operational plans by contributing expertise in market development,

communications and the psychology of influencing. Lead the development of an innovative Communication & Influencing strategy and annual plans.

## **2. Knowledge management**

Work closely with FSDU's Senior Management and colleagues in Knowledge Management and the Research and Information section to support audience analysis and ensure knowledge is managed and communicated effectively to our diverse stakeholders.

## **3. Implementation of communication strategy**

Co-ordinate teams of colleagues and service providers to roll-out the Communications strategy and Annual Work Plan, personally leading an agreed portfolio of projects; continuously monitor the effectiveness and impact of influencing & communication interventions, analysing learning and making adjustments as required.

## **4. Brand assets & standards**

Provide effective support and editorial to the team so that FSDU branding, messaging, and communication standards are maintained internally and externally; ensuring that FSDU is effectively positioned as a thought leader in financial inclusion and economic empowerment.

## **5. Department leadership**

Lead and manage all those who are involved in communications activities - colleagues and consultants - in a manner that empowers and motivates them to deliver FSDU's goals and objectives.

## **Role Requirements**

### **Qualifications and Education**

- Degree in a communications-related field
- Relevant training or certification in social media communication and/or digital design/editing
- Post Graduate Diploma in a development-related field (e.g. Development Economics Finance or Economics or Business (added advantage)).

### **Essential Experience, Knowledge and Skills**

- At least 6-10 years of post-graduation experience in the field of communications, with at least 3 years in a mid / senior role
- Demonstrated strong and relevant experience in communication including outstanding writing skills and ability to produce high quality English language content
- Demonstrated experience in developing key messages for influence and advocacy; evidence of having developed and implemented successful campaigns
- Demonstrated experience in content development for various media platforms (Radio, TV, website, social media)
- Knowledge and understanding of finance sector
- Ability to effectively manage the production of a wide range of communication assets including reports and publications but also more innovative platforms
- Proven track record in developing media relations and strategic partnerships
- Proven track record in managing teams and consultants / service providers, including development of terms of reference where required

## **Personal Characteristics**

### **Initiative & Decisiveness:**

You should have a strong sense of engagement that leads to self-starting, taking initiative and acting decisively. You should be able to take personal responsibility for the line of work being

managed, the impact we are seeking to achieve FSDU's goals. You must have a strong record of making decisions effectively, sometimes with incomplete information or under tight deadline.

### **Innovation and Value Addition**

You have a strong ability to generate value-adding innovations through continuous improvement, idea generation and creativity. You proactively seeking opportunities to drive the change in line with FSDU's mission and are able to develop ideas for significantly new interventions, projects, products or services. You have a strong record of systematically managing innovations and effective in taking new ideas through to implementation in the real world.

### **Drive for results**

You are strongly motivated to achieve goals and act with accountability to deliver quality results

You have the ability to display a strong drive to achieve results and determined to succeed. You are able to clarify what must be accomplished and communicate expectations before people start work. You will have a record of driving to accomplish important outcomes.

### **Relationship building**

You should be able to initiate, build and maintain positive relationships with others; discerning and appreciating the values, concerns or feelings of others and you can draw others in to build an effective team. You should be someone with an ability to notice and appreciate the contributions of others, celebrating successes and giving credit to others where its due. You will have a track record of taking initiative to build strong relationships and co-operation with both internal and external stakeholders

### **Communication & Influencing for impact**

You should have the ability to deliberately adjust your behaviour in order to address the feelings, needs, or concerns of others; communicating clearly, confidently and appropriately to influence others. You should have the ability to influence, persuade or win a buy -in across a diverse set of stakeholders; communicate in a way that wins hearts and minds of others. You will have a track record of use of language skilfully, selecting words and content that enables listeners / readers to understand

### **Thought Leadership**

You think clearly and intentionally in order to understand issues, analysing information objectively, understanding issues, solving problems and forming expert opinion. You have the ability to carry out background research and investigate thoroughly; and you are able generate a concise and easy-to-understand summary or story that will communicate effectively. You're also able to trial and test different approaches for communicating and influencing, with the open-mindedness to do something differently if data indicates that a strategy has not been effective.

### **Learning & Resourcefulness**

You possess the personal resourcefulness to deal with difficult situations effectively and continually improve skills and knowledge. We're looking for someone who can manage their emotions well, remaining effective, open, and engaged, despite experiencing an internal emotional reaction. In particular, being able to face a challenging problem, or tough feedback, with a desire to learn, grow and improve; quickly adapting and applying new learning into the workplace. You will have a track record of empowering others by sharing information, resources, advice, and encouragement; you can demonstrate how you have built the capacity of others (perhaps through training, coaching or advisory services).

**Application Deadline: 10<sup>th</sup> January 2022**

**How To Apply:** Please click on the link and follow the instructions.  
<https://theleadershipteam.applytojob.com/apply/7VKx9k3z0T/Financial-Sector-Deepening-Uganda-Communications-Specialist>