

JOIN OUR MISSION
FOR CHILDREN AT RISK
ON THE STREETS



Communication Officer

Railway Children Africa – Recruitment pack

children RAILWAY
No child lost to the streets



WE BELIEVE IN A WORLD WHERE NO CHILD EVER HAS TO LIVE ON THE STREETS

At Railway Children, we aim to reach vulnerable children found alone and at risk on the streets, and around railways, where they face abuse and exploitation.

They find themselves living on the streets because they've nowhere else to go and nobody to turn to.

We stand for children, their childhoods and their futures.

Over 10,000 children survive on the streets of Tanzania

We work in Tanzania, where children alone on the streets are frequently regarded by society as a nuisance that must be tolerated - a 'problem' rather than vulnerable children who desperately need help and support.

Many are treated as criminals and locked up with adults, where they are subjected to further violence and sexual abuse.

Our pioneering work enables us to get to children before the streets get to them.



OUR AIM FOR 2027 IS TO LEAVE NO CHILD BEHIND

Our new 2022-2027 strategy model focusses on four key action areas for change in order to protect the most vulnerable children, before, during and after they are alone and at risk on the streets:

1. Protecting vulnerable children and supporting their families.
2. Strengthening community responses.
3. Strengthening child protection systems and policies.
4. Invest in evidence building to establish programme models and practices that can be replicated.

At the heart of this is a focus and dedication to collaborating with others and the development of contextual safeguarding solutions, to protect all young people from harm and abuse.



WHO WE ARE



OUR VISION

We believe in a world where no child ever has to live on the streets.



OUR MISSION

Create and enable sustainable change for children living alone and at risk on the street.



OUR AIM FOR 2027

We will evidence and demonstrate, effective and sustainable safeguarding solutions for street connected children.

These Five Values Guide Our Work



NEVER GIVE UP

Face challenges head on.



HAVE COURAGE

Push boundaries.
Think Big.



EARN TRUST

Be Honest. Always act with Integrity.



SHOW COMPASSION

Respect and Dignity
for all.



NURTURE TALENT

Encourage growth.
Enable others.



OUR PEOPLE PROMISE

All that we can achieve as an organisation is only possible because we have dedicated, skilled and courageous people. Their tenacity, passion and compassion create a culture

that enables us to deliver incremental value beyond the resources we could ever have available to us. We know this, we witness it every day and therefore we strive to create an organisation that values them and their contribution.

As we set out to achieve life saving change for vulnerable children, we make our people a promise:



We will ensure diversity and inclusion, following transparent, fair and rigorous recruitment processes that attract and encourage applications from a diverse range of candidates.



We will support new people to fully settle into their new role and our organisation by providing a structured induction and integration programme.



We will work with our people to identify their career and development goals and facilitate opportunities for growth.



We will develop and implement a wide range of initiatives that ensure that our people are well-managed, supported, cared for and feel valued, listened to and included.



When people leave, we will listen and learn and seek leavers to be ambassadors for Railway Children Africa.



THE ROLE

Communication Officer

- Department:** Advocacy
- Location:** Dar es Salaam
- Responsible to:** Strategic Liaison Manager
- Responsible for:** Communications for the Entire Organization
- Salary/Grade:**

JOB PURPOSE

Reporting to the Strategic Liaison Manager and working closely with the Advocacy Officer and members of the Programs Team, the Communications Officer will support in the improvement and implementation of the communications strategy and play a strategic role in key aspects of RCA's communications work to ensure the story of RCA, and its work is told in a powerful, engaging, and consistent way increasing the reach, impact and visibility of RCA.

Furthermore, The Communications Officer will be expected to produce communications material in English and Swahili, and also oversee the translation of key communications products as needed.

This position is a full-time position. The location of the position is RCA Dar es Salaam Offices.

SPECIFIC ACCOUNTABILITIES

A: COMMUNICATIONS

- Lead the improvement and implementation of RCA Communications strategy.
- Maintain RCA'S online media platforms (website, Facebook, LinkedIn etc) and ensure that information is posted regularly, correctly in a way that is user friendly and attractive.
- Manage RCA'S image database.
- Assist in the creation and distribution of Annual Reports and other major publications.
- Identify and implement creative and impactful ways to amplify the work led by RCA Programme, Advocacy and Fundraising teams, including through communications campaigns and events, speaking opportunities, etc.
- Conceptualise and implement campaigns and other initiatives to leverage key calendar opportunities (e.g. International Day for Street Connected Children, conferences, etc.) to amplify RCA messages or initiatives.
- Lead and coordinate the development and production of promotional or informational material, including beneficiaries stories/case studies, newsletters, brochures.
- Contribute to the development and dissemination of materials to support RCA'S fundraising initiatives.
- Contribute to annual and quarterly planning and budgeting of communications activities.
- Develop and maintain a comprehensive database of organizations, donors, including bilateral and multilateral agencies, UN bodies, and other stakeholders to support targeted communication, partnership-building, and fundraising initiatives.

B: DIGITAL ENGAGEMENT AND CONTENT GENERATION

- Produce and/or generate unique online content (e.g. videos, infographics, photos) that engages audience segments and leads to measurable action such as awareness-raising, fundraising, list-building, etc.
- Assist in organizing virtual events such as tweet-a-thons, webinars, online discussions, google hangouts, etc.
- Work closely with Executive Director and other members of Senior Management Team to create and distribute emails, including newsletters, through third-party email software.
- Cultivate relationships with key media outlets including newspapers, TVs, Radio stations and bloggers to increase RCA'S reach and amplify the work done by the organization.

C: CAPACITY BUILDING

- Capacitate journalists on the unique challenges faced by children living and working , including violence, abuse, exploitation, and neglect.
- Guide journalists on ethical reporting practices when covering stories involving children living and working on the street emphasizing the importance of respecting their privacy, dignity, and safety.
- Train journalists on how to conduct interviews with children living and working in a sensitive and respectful manner. This includes obtaining informed consent from both the child and their guardian, avoiding leading questions, and ensuring the child feels comfortable and safe.
- Train journalists how to avoid causing harm to children living and working through their reporting. This includes not publishing images or stories that could put children at risk, even if their identities are protected.
- Encourage journalists to provide a balanced and accurate representation of children living and working 's issues, avoiding stereotypes and sensationalism. Highlight the importance of giving children a voice and including their perspectives in stories

D: GENERAL DUTIES

- Uphold and work within Railway Children Africa's policies and procedures.
- Actively promote and embody Railway Children Africa's core values of never give up, have courage, earn trust, show compassion and Nature talent across the organisation and partners.
- Travel to Railway Children Africa field operations as and when required.
- Undertake any other duties, as appropriate to the post, as delegated by the line manager.
- Conduct yourself in accordance with the rules of the Child and Adult Safeguarding Policy and Code of Conduct in your personal and professional life – which includes reporting suspicions of child abuse or any other breach of these policies.

PERSON SPECIFICATIONS

Required Experience

- At least three years' experience in communications related to children's rights.
- Experience working on children's rights and/or youth empowerment

Required knowledge

- University degree, or equivalent training/experience, in relevant areas of communications, public affairs, journalism, and/or marketing.
- An understanding of children's rights, and youth empowerment.

Required Expertise & Skills:

- Demonstrated experience designing and implementing successful communications initiatives and campaigns.
- Strong writing and editing skills, including the ability to tell a good story that inspires people to take action.
- Experience in using website software, social media platforms, and social media management tools.
- Expertise in animation software such as Adobe After Effects, Animate, and Toon Boom.
- Strong skills in graphic design with proficiency in Adobe Creative Suite (Illustrator, Photoshop) to create engaging visuals and animations.
- Ability to create detailed storyboards to plan and visualize animations.
- Skills in video editing software such as Premiere Pro or Final Cut Pro to produce high-quality video content.
- Ability to create animations that align with the organization's brand identity.
- Fluency in English and Swahili.
- Comfort in working with a diverse team.

Desirable:

- Graphic and website design skills and experience.
- Experience with analytics and measurement tools.

Attitude:

- Flexible can-do mentality.
- Alignment with core organizational values.
- A strong commitment to the principle of transparency and integrity in finance practices.
- Commitment to working on the cause of children in difficult circumstances.
- Willingness to travel extensively.
- Ability to work on own initiative and also as part of a team.
- Ability to work under pressure.
- Dynamism and a strong sense of 'doing what it takes' for the cause.



A GREAT PLACE TO WORK

Railway Children Africa is an International NGO registered in Tanzania, no. I-NGO/R1/00941, as an affiliate of our parent company Railway Children UK.

Railway Children has been working in Africa for over 10 years. We continually strive to provide a positive work environment for all our employees.

This is an exciting time to be joining Railway Children Africa.

In the next five years we have exciting plans to upscale our work dramatically.

If you would like to be part of this exciting journey, we'd love to hear from you.



STILL INTERESTED?

How to apply...

To apply for this position, please complete the application form and return it to jobs.mwanza@railwaychildren.or.tz Please include job title applied for in email subject. Please note that Railway Children will only accept applications made using this application form and will not accept CVs, academic certificates or covering letters.

At Railway Children, we are committed to the safeguarding and protection of all those who come into contact with us in our work. We follow a range of procedures to ensure that only those who are suitable to work with children and vulnerable people are recruited to work for us. This post is subject to a range of background and reference checks including criminal records check.

Due to the number of applications often received, only those to be invited for interview will be informed of the outcome of their application.

Applicants who have not heard within two weeks of the closing date should assume they have been unsuccessful.

Closing date: 22nd January 2025 at 17:00 East African time.

THANK YOU.