<table>
<thead>
<tr>
<th><strong>TITLE:</strong></th>
<th>Communication and Social Media Officer</th>
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<tbody>
<tr>
<td><strong>PARTNER(S):</strong></td>
<td>Girls' Empowerment Network Malawi (GENET Malawi)</td>
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<tr>
<td><strong>COUNTRY AND PLACE OF ASSIGNMENT:</strong></td>
<td>Blantyre, Malawi</td>
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<td><strong>CONTRACT DURATION:</strong></td>
<td>12 weeks</td>
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**DESCRIPTION:**

Uniterra is a leading Canadian international volunteer cooperation and development program, jointly implemented by the Centre for International Studies and Cooperation (CECI) and World University Service of Canada (WUSC). Uniterra contributes to improving the socio-economic conditions of poor and marginalized communities in 14 countries and with over 170 partners in Africa, Asia and the Americas through the exchange of expertise and knowledge of Canadian and international volunteers. Uniterra believes that economic growth, when inclusive, is the most powerful driver of poverty reduction. The purpose of the Uniterra program is to improve the lives of some of the world’s most vulnerable populations by stimulating growth and facilitating access to the benefits of growing and diversified markets. To make this happen, we are working with our local partners to enhance the income of poor and marginalized women and youth through better access to employment and income generation opportunities. Uniterra country program staff work with our local partners to design Uniterra assignments in the context of the country strategy, supporting the inclusion of women and youth in key economic subsectors. For more information on the Uniterra program, our approach and countries of focus please visit: Uniterra.ca.

The Girls' Empowerment Network Malawi (GENET Malawi) is a rights organization and a grassroots movement working to improve the wellbeing of vulnerable and marginalized girls in Malawi. The organization does this by empowering girls and young women to advocate for gender equality and justice. GENET aims to strengthen and amplify their voices by empowering them to be advocates for their own rights and to claim those rights from duty bearers.

*The Communication and Social Media Officer will support GENET in developing and improving tools and strategies that will help to effectively communicate with its stakeholders on their girls empowerment initiatives*

**RESPONSIBILITIES:**

- Work with GENET staff in developing and improving communication tools
- Capture success stories on GENET projects for publication.
- Support in developing communication materials such as newsletters, blog posts etc
- Review the current social media strategy and propose changes based on evaluations of similar organizations.
- Revamp the Facebook page i.e. developing content and changes to structure
- Propose a strategy to be implemented in order to increase the followership of Facebook page
- Develop training for staff on social media strategies and updating
- Support periodic field visits for program implementation and monitoring
- Ensure the participation of women and youth, as well as their representation, in all activities of and all program benefits; and
- Write reports required by GENET and the Uniterra program.

**QUALIFICATIONS:**

- Work, academic, internship or volunteer experience in the area of report writing and/or publications.
- Work, volunteer in using web tools or audio and documentaries, an added advantage
- Demonstrated ability to take initiative
- Ability to work independently and collaboratively in cross-cultural environments
- Written and oral fluency in English