

Rabat, 31st March 2021

Offer #2/2021

Terms of Reference – Communication and Outreach Specialist (ICE/USAID)

The Moroccan Institute for Policy Analysis (MIPA) is seeking candidates for the position of **Communication and Outreach Specialist**, which will be recruited in the framework of the Project “Open University for Citizenship Education – Learn to Act”, financed by the United States Agency for International Development (USAID).

The candidate will integrate MIPA’s team, working mainly on the implementation of the Project while cooperating for the strategic development of the Institute. These Terms of Reference (ToR) specify the background of the process, as well as the scope of the mission of the candidate.

We encourage individuals coming from disadvantaged background and from underrepresented minorities to apply for this position.

Summary

Location: Rabat, Morocco (transfers for missions within Morocco are possible)	Duration: 18-months contract, with possibility of extension until completion of the Project pending good performance
Salary: competitive, based on experience	Level of Effort: Full time (40 hours/week)
Deadline for applications: April 16 th 2021 – 12.00 AM (Morocco time)	Foreseen starting date: as soon as possible, and no later than May 1 st 2021

Background

MIPA is a non-profit independent research institution based in Rabat, Morocco. Founded by a group of transdisciplinary researchers, MIPA’s mission is to produce systematic and in-depth analysis of relevant policy issues that lead to new and innovative ideas for solving some of the most pressing issues relating to democracy.

The Project “Open University for Citizenship Education” aims at empowering politically marginalized populations in order to increase their awareness and engagement on political issues, thereby achieve more direct democracy. A diverse network of partners will engage in the training, production of innovative tools, and mentoring of advocacy initiatives of Moroccan citizens. These actions will target especially youth, women and persons with disabilities (PWDs) as these populations are systematically excluded from political life and face considerable challenges when engaging in politics.

Positions' objectives

The Communication and Outreach Specialist is expected to support the overall communication and outreach strategy of the Project, including the development of its graphic identity, of the dissemination and publication strategies. He/she will manage the daily flow of internal and external communications of the Project, supervising content prior to publication, ensuring positive and safe communication on social and traditional media, as well as coordinating public communications with Project's partners.

The Communication and Outreach Specialist will also work to integrate and reinforce the organizational structure of MIPA, in order to build its capacities and to support its establishment as a high-end independent policy research institution, capable of conducting outstanding policy research as well as flawlessly communicate its findings and conduct successful advocacy campaigns.

Duties¹

- 1) Project's Communication and Outreach management (60%)
 - Support and take an active part in the development of the graphic identity of the Project;
 - Develop a communication strategy for the Project, including a strategy for the online presence, the dissemination of findings and results, as well as the private and public communication with relevant stakeholders;
 - Coordinate the publications on social and traditional media, in close collaboration with the Project Manager and Civic Education Specialist;
 - Create pictures, infographics, and other digital material to support the dissemination of the results of the project;
 - Support the development of any graphic outlet produced within the project, and ensure its high quality;
 - Ensure that USAID is duly credited for its support via co-branding in the communication material produced;
 - Assist the Project Manager, the Civic Education Specialist, and the MEL Officer in collecting material (photos, videos, audio, etc) to support communication activities, outreach, as well as monitoring and evaluation of performance.
- 2) Assistance to MIPA's communication, outreach and networking (30%)
 - Audit and evaluate MIPA's communication protocols and strategies, to propose innovative solution that ameliorate MIPA's internal and external communication;
 - Manage, in close collaboration with MIPA staff, MIPA's activities on social media;
 - Contribute, in close collaboration with the Executive Director, the development of MIPA's communication policies (including regulation of social and traditional media presence, crisis communication protocol, etc.);

¹ The percentages indicating the distribution of duties represent a preliminary indication of the required effort and do not necessarily represent the daily work within MIPA.

- Propose creative and feasible solutions to identify and exploit media opportunities.
- 3) Research (10%)
- Carry out research to contribute to MIPA's scientific activities;
 - Carry out and contribute to data analyses;
 - Proofreading and revision of documents (within field of expertise).

Qualifications

- Essential
 - Master's Degree (or equivalent experience) in a relevant subject such as communication, journalism, media studies, publishing, and public relations;
 - At least two years of experience in a similar position;
 - Proven experience in managing external communications (including social media management), to coordinate outreach strategies and communications with partners;
 - Excellent written and oral skills in Arabic, English and French;
 - Advanced knowledge of IT software (notably Excel and Word);
 - Proven knowledge of relevant graphics software (such as Adobe Photoshop, InDesign, Illustrator, or Gimp, Pixelmator, etc)
 - Ability to be a team player who works in a dynamic environment, as well as to take initiative and to respect deadlines.

- Desirable
 - Experience working with donors, including international organizations, embassies and private institutions;
 - Working knowledge of WordPress and web design skills;
 - Any publication in the candidate's field of expertise.

Reporting

The Communication and Outreach Specialist will work in close collaboration with the Project Manager, in respect to the correct implementation of the Project's activities, and with the Executive Director, in respect to its support to MIPA's strategic development.

The work of the Communication and Outreach Specialist will be overseen by the Project Manager.

Type of contract

This position is for a 18-months contract, starting from May 1st 2021. An extension until the end of the project is possible, but not guaranteed, pending good performance and mutual accord.

The contract will follow relevant regulation (including Moroccan Labour Law).

Application and recruitment procedure

This position is open to candidates living in Rabat and/or candidates willing to relocate to Rabat by the beginning of the contract. International candidates **must** have the legal right to work in Morocco by the time of the application.

To apply for this position, send your **CV** (max 2 pages) and a **Statement of Interest** (max 1 page) in one PDF file to contact@mipa.institute. Applications *may* include a portfolio of previous work (max 5 pages). Applications will be accepted until **April 16th 2021 – 12.00 AM (Morocco time)**.

Three candidates will be shortlisted and contacted for an interview to further assess their qualifications and their fit for this position. Interviews will be held either in person or online between April 19th and 23rd 2021. We expect to have a contract in place and that the selected person to integrate the team by May 1st 2021.

Only shortlisted applications will be called for the interview. All unsuccessful applicants will be notified at the end of the recruitment process.

All questions regarding this position must be submitted to contact@mipa.institute (with f.colin@mipa.institute in copy).