



SENIOR COMMUNICATIONS
MANAGER - TANZANIA BRANCH
CANDIDATE PACK





CONTEXT

In 1967 David Sainsbury wrote out a cheque for five pounds to establish the Gatsby Charitable Foundation. Lord Sainsbury has since given Gatsby more than £1 billion to distribute to charitable causes in fields he is passionate about, including neuroscience, plant science and public policy. More information can be found at www.gatsby.org.uk.

Gatsby Africa is the charitable company set-up to implement the foundation's programmes in Africa. Our 120+ staff work from offices in Dar es Salaam, Mwanza, Iringa, Nairobi and London.



GATSBY'S WORK IN AFRICA

Gatsby has worked to create jobs, raise incomes, and build opportunities for people in Africa since 1985.

We are currently focused on East Africa, where economies have enjoyed high growth for more than a decade, but where the benefits of that growth have not been shared widely. With millions of young people joining the labour market each year and climate change adding further pressures, East Africa urgently needs economic transformation – growth with depth that will radically change economies, rapidly create jobs and offer large numbers of people pathways out of poverty.

We aim to support this by demonstrating how high-potential sectors – such as commercial forestry in Tanzania – can be transformed to benefit more people for the long-term.

We fund and implement programmes that look to catalyse and influence large-scale and lasting change in priority sectors. We build and support local organisations dedicated to sector transformation. We also share what we are learning with others – such as governments and donors – who share our goals.

OUR PROGRAMMES INCLUDE:

- **Tanzanian Cotton & Textiles:** Rapidly creating tens of thousands of decent textiles jobs while ensuring more than 500,000 cotton farmers can access the quality inputs and training they need to improve agronomy, increase yields and raise quality.
- **Tanzanian Forestry:** Building a vibrant commercial forestry sector that underpins downstream wood and energy industries and delivers widespread economic, social, and environmental benefits to Tanzanian citizens.
- **Kenyan Forestry:** Introducing innovative technologies and models to transform Kenya's commercial forestry sector; protect the environment and benefit millions of Kenyan citizens.
- **Tanzanian Tea:** Triggering domestic and foreign investment by building partnerships and demonstrating innovative models that boost the profits of farmers and factories and see benefits shared more equitably.
- **Rwandan Tea:** Trialling new ownership structures and methods of supporting farmers to allow the sector to fulfil its world-class potential, while ensuring smallholders benefit from its growth.

We have also developed and continue to support two independent organisations dedicated to sector transformation in the region: Kenya Markets Trust (which runs programmes in three key Kenyan sectors), and the regional industry development organisation Msingi, which works in aquaculture and textiles & apparel.



GATSBY AFRICA TANZANIA BRANCH

Gatsby has been operating in Tanzania since the 1990s. We aim to support the Government to achieve economic growth in key sectors that offer opportunities for value addition, job creation and income generation through the promotion of commerce, trade and investment. Gatsby Africa Tanzania Branch's portfolio covers sector development programmes in commercial forestry, cotton, textiles and apparel.

Our Cotton and Textiles Development Programme (CTDP) works closely with the Tanzania Cotton Board, the Ministry of Industry and Trade and other partners to reform sector governance and secure sustainable funding of crucial services. In cotton, the programme aims to triple the incomes of up to 500,000 cotton farmers, increase employment within the sector, and secure greater profitability for cotton ginneries, leading to a substantial increase in production. In textiles and apparel, the aim is to add value to cotton, create jobs and generate government revenue by developing the right infrastructure, business environment and local skills to increase foreign and domestic investment along the value chain.

The Forestry Development Trust (FDT) was established as an independent Tanzanian institution in 2013 – the same year that Gatsby signed a Memorandum of Understanding with the Ministry of Natural Resources and Tourism. The Trust seeks to facilitate two interlinked changes in the commercial forestry sector: First, to improve the quality of plantations and woodlots, both in terms of coverage and productivity. Without a secure supply of quality raw materials, interventions elsewhere in forestry value chains will be compromised and overall sector growth undermined. Second, to improve the quality of installed processing capacity and integration, leading to more efficient use of raw materials and higher quality products. This is crucial to add value in the sector and deliver higher returns to growers.

The Tanzania Branch plays an oversight and support role for the sector programmes, including participating in relevant programme governance bodies and providing operational support, covering finance, administration, human resources and IT. The Branch also manages key processes including programme review, strategic partnerships, government relations, communications, and political economy analysis. Staffing for these oversight and support roles totals eight people, including the Country Director.

THE ROLE

The Senior Communications Manager will lead and deliver all internal and external communication plans for our Tanzania Branch, working closely with the Country Director for Tanzania in Dar plus the Communications Director in London.

This role will be part of the Senior Management Team for the Tanzania Branch, acting as a strategic intermediary between programmes, branch and group. The Senior Communications Manager will play a key role in advising and building the communications skills and capability of the Senior Management Team and staff in Tanzania to help deliver our programme work. In particular, the role will support staff to engage effectively with external stakeholders to advance our advocacy efforts.

The role will also work alongside other communications colleagues across Gatsby to articulate and bring to life what we do in a simple, consistent and compelling way both internally and externally. This should be an exciting and rewarding position, with the opportunity to collaborate widely with colleagues and external stakeholders, and make a real impact on the organisation.





TERMS & REMUNERATION

Annual salary will be Tsh 138,550,000 – 154,850,000 for this role.
Candidates must be Tanzanian nationals.

JOB DESCRIPTION

Job Title: Senior Communications Manager (Tanzania Branch)

Department: Tanzania Branch

Directly Reports To: Country Director for Tanzania

Functional Reporting To: Communications Director

Location: Dar es Salaam, with periodic travel, primarily within Tanzania

KEY ROLE RESPONSIBILITIES

1) DESIGN AND DELIVER TANZANIA BRANCH COMMUNICATIONS PLANS

- Lead the planning and implementation of the branch communications and influencing plans - in coordination with programme teams - while ensuring alignment with Gatsby's overall communications strategy.
- Provide tactical advice and support to the Country Director and the Directors of the Forestry Development Trust and Cotton & Textiles Development Programme to drive effective communications both internally and externally.
- Support the Country Director and Tanzania Branch Senior Management Team in articulating our offer as a positive value-add for sector transformation to key external audiences.
- Work with the Communications Director, Country Director and Programme Directors to develop local reputation management communications plans - including monitoring and managing issues.

2) SUPPORT PROGRAMMES TO DELIVER A RANGE OF HIGH-QUALITY EXTERNAL COMMUNICATIONS OUTPUTS AND MATERIALS THAT HELP BUILD GATSBY'S CREDIBILITY

- Support the Country Director, Programme Directors, Senior Managers and other programme staff as appropriate in stakeholder mapping and government/political engagement.
- Produce high quality briefings, presentations and other materials to communicate branch and programme focus, successes and lessons, and their relevance to government priorities and external stakeholders.
- Lead key information gathering - such as conducting stakeholder interviews and collecting stakeholder testimonials - and present results to position Gatsby as an influential partner with public and private sector stakeholders.

3) SHARING LEARNING

- Scan the Tanzania landscape for opportunities and relevant events we should engage in and work with colleagues to organise roundtables and other events to share our experiences and learn from others in Tanzania.
- Lead on creating compelling materials – creatively using text, photography, audio, video and graphics to share highlights of work across our portfolio in Tanzania.
- Represent Gatsby on occasion externally in meetings with public and private sector stakeholders as well as conferences.
- Partner with the Monitoring, Evaluation & Learning Team to develop and maintain a framework for measuring progress in strategic communications activities and engagement with key stakeholders.

4) GATSBY CENTRAL COMMUNICATIONS SUPPORT

- Work with the central Communications Team to develop and implement Gatsby's Communications Strategy and provide support as necessary with the roll-out of key initiatives in Tanzania.
- Contribute to management of Gatsby Africa's external-facing media, including website, LinkedIn page and Twitter account in partnership with the Communications Manager in London.
- Work with the central Communications Team to monitor the media, gathering and sharing sector intelligence and relevant articles to help inform programme teams and external stakeholders.
- Select and coordinate communications consultancy support for Gatsby as necessary (e.g. on video, creative agencies, and photography projects).
- Develop the branch communications budget and oversee its delivery and utilisation.



PERSON SPECIFICATION

KEY COMPETENCIES

- Ability to communicate with confidence, clarity, conviction and enthusiasm, translating ideas, issues and observations into compelling messages.
- Ability to build trusted, sustainable and collaborative relationships – seen as a highly trusted technical resource for advice and guidance in strategic communications.
- Ability to provide excellent coaching and mentoring support to help others grow and develop personally and professionally.
- Ability to understand the dynamic and complex environment we operate in, finding creative solutions to adapt communications to resonate with different audiences.
- Ability to develop effective workplans, anticipating linkages across different workstreams and aligning plans as necessary.

PERSONAL ATTRIBUTES

- A passion for development.
- Initiative and the ability to work independently, taking a high degree of personal responsibility for results.
- Ability to put people from all kinds of backgrounds at ease and help them to tell compelling stories.
- Very strong attention to detail, with a meticulous approach.

- A curious mindset with an active interest in continuous learning, personal and professional growth.
- Commitment to a high standard of professional performance and integrity.

KNOWLEDGE, EXPERIENCE & QUALIFICATIONS

- Extensive experience in an internal or external communications role in Africa – either in a private or public sector context
- An understanding of public policy processes and means of influencing policy effectively
- Fluency (written and spoken) in English
- Relevant higher education qualification
- Experience in working to support and strengthen organisations and institutions
- In-depth knowledge and experience of content management systems - preferably WordPress - and strong understanding and experience of Adobe InDesign

DESIRABLE:

- Understanding of a market systems approach to international development
- Understanding of Adobe Premiere Pro, Illustrator and Photoshop

OUR VALUES

We have developed a set of values that will be used to assess a candidate's fit with the organisation and provide the basis for the culture that we aspire to use in our operations. Our staff are:

- **Ambitious** - We are motivated by our impact and by fulfilling our potential
- **Collaborative** - We are stronger together and achieve most when we empower others to succeed
- **Thoughtful** - We thrive on new ideas, innovation and evidence
- **Dynamic** - We rapidly adapt to new challenges, opportunities and learning
- **Honest** - We are honest with ourselves and others, and this helps us to learn and improve
- **Caring** - We put people first and we look out for each other





HOW TO APPLY

This role is only open to Tanzanian nationals. We particularly welcome applications from female candidates.

Before applying, please check that you can answer yes to all the following questions:

- Are you a Tanzanian national?
- Do you have extensive experience in an internal or external communications role in Africa – either in a private or public sector context?

If you cannot answer yes to these questions, please do not apply, as we will be unable to progress your application.

If you can answer yes to the above questions, please register with Empower Limited through [their website](#) and upload your CV, a 1-page sample of your writing, and a short supporting statement by Friday 16th October 2020.

Your supporting statement should be no more than 2 pages long – bullet points are encouraged. It should explain:

- why you are interested in this role and Gatsby Africa.
- how your skills and experience make you a good fit – referring to the Person Specification in this pack.

DIVERSITY, EQUALITY AND INCLUSION

Diversity, equality and inclusion are central to Gatsby Africa. We are committed to treating all employees and job applicants fairly, equally, and no less favourably than anyone else. We recognise, respect and value diversity and the benefits that difference can bring to our organisation.