



PROPEACEKENYA

Project for the Promotion of Peace and Cohesion in Kenya
by Preventing and Mitigating Electoral Conflicts

Terms of reference Social media manager

www.democracy-support.eu/kenya

Funded by:



European Union

Terms of Reference

Position Information
<p>Job Title: social media manager Duty Station: Kenya Reports to: Media monitoring expert, Senior Graphic Designer, Deputy Project Coordinator, Project Coordinator Duration: 12 months</p>
Organizational Context
<p>The European Centre for Electoral Support (ECES) is a non-profit private foundation headquartered in Brussels a global remit. ECES promotes sustainable democratic development through the provision of advisory services and operational support in favour of all electoral stakeholders, including electoral management bodies, civil society organizations dealing with civic & voter education and election observation, political parties and parliaments dealing with electoral reforms, media, security forces and legal institutions dealing to electoral dispute resolutions.</p> <p>ECES holds the Vice Presidency of the European Partnership for Democracy (EPD), the most important network of European civil and political society organisations working on democracy assistance. It is composed by 14 members from 11 EU Member States. EPD is the first Community of Practice on democracy assistance operating at the EU level advocating for a stronger presence of democracy support on the EU agenda. In this context, ECES and EPD have jointly crafted a strategy called "A European Response to Electoral Cycle Support - EURECS", an innovative delivery mechanism to implement electoral and democracy assistance activities that are consistent with European values and EU policies.</p> <p>Since its establishment at the end of 2010, ECES has signed over 70 contracts in support of transparent, credible and cost-effective electoral processes and the strengthening of democratic institutions in more than 35 countries mainly, but not only, in Africa and Middle East. In addition to that, the founders and personnel of ECES have acquired extensive field experience and, taken together, ECES can count on a specific knowledge and a well-established network in over 80 countries around the world. The EU is by far the largest ECES' donor, however the organization has also signed contracts and partnered with many other organisations.</p>
Project's context
<p>The PRO PEACE Kenya project aims at promoting peace and cohesion in Kenya by preventing and mitigating electoral conflicts "Uchaguzi Bila Noma 2022". Its activities include concrete ways to strengthen peace and conflict prevention within the framework of NCIC's Road Map for peaceful 2022 elections. The Project activities are designed and implemented to support the "Road Map of Peaceful Elections 2022", taking into account the various experiences of partners working together to promote peace and cohesion to prevent and mitigate conflict and electoral violence in Africa and to build trust, inclusion, cohesion and political space. The overall objective of the project PRO-PEACE Kenya is to promote peace, cohesion, and political dialogue to and prevent, mitigate, and manage</p>

conflicts and political and election-related conflict and violence ahead of the new electoral cycle in Kenya through support and collaboration with the National Cohesion and Integration Commission (NCIC), the Independent Electoral and Boundaries Commission (IEBC) and other non-state actors (NSAs). The specific objectives are distilled into four main strands, namely:

- Specific objective 1: To strengthen capacities of peace, cohesion, and electoral stakeholders to prevent conflicts and electoral related violence at the local county and national levels
- Specific objective 2: To Strengthen conflict resolution and peace infrastructures that effectively resolve conflicts and curb electoral related violence
- Specific objective 3: To increase understanding, tolerance, trust, and peaceful co-existence among Kenyans
- Specific objective 4: To Reduce incidences of electoral violence, hate speech, ethnic contempt in social media and public spaces

Functions / Key Results Expected

Under the supervision of the Media monitoring expert, Senior Graphic Designer, Deputy Project Coordinator, Project Coordinator, the Social media manager will have the following specific responsibilities and with the following deliverables:

- Support in the implementation of a communication strategy and visibility plan in line with EU guidelines and including key messages;
- Support regular content update on the project website/social media;
- Production of regular reports on project/ organisation presence on social media;
- Support in the creation of content for project activities;
- Support in organising press conferences, launches and B2B platforms;
- Management of project social media platforms and website;
- Support in coverage of project's event and ensure that they are duly documented (event reports, attendance and contact sheets, photos and other relevant material and documents);
- Support in the report of minutes of project meetings;
- Any other task as decided by the Media monitoring expert, Senior Graphic Designer, Deputy Project Coordinator, Project Coordinator

VALUES

- Promotes the vision, mission and strategic goals of the ECES;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;
- Demonstrates integrity by modelling ECES' values and ethical standards.

Recruitment Qualifications

Education:	Bachelor's degree or equivalent in communications, social sciences or any other related field.
Experience:	<ul style="list-style-type: none"> • Excellent communication skills; • Online community management; • Social media monitoring tools • Data analysis • Organisational Skills; • Proven experience with MS Office Applications is a must ;

	<ul style="list-style-type: none">• Ability to prioritise work, multi-task and meet deadlines;• Strong interpersonal skills and flexibility, responsibility, integrity, team work, self-motivated, preparedness to work as per;• Management of digital media content development;• Capacity to handle with diplomacy and in responsible and flexible manner political sensitive issues.
Language Requirements:	Excellent working level of the English and Ki Swahili languages; in both writing and speaking.



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