



**TERMS OF REFERENCE**  
**Communications Coordinator**

<b>Organization</b>	<a href="#">NEAR</a> (Network for Empowered Aid Response) (Hosted by <a href="#">Adeso</a> – African Development Solutions)
<b>Position</b>	Communications Coordinator
<b>Reporting To</b>	Learning Director
<b>Working With</b>	NEAR Secretariat; NEAR members; partners and donors
<b>Duty Station</b>	Remote with Occasional Travel
<b>Duration</b>	12 months (with possibility of renewal)
<b>Starting Date</b>	As soon as possible

**ABOUT NEAR**

NEAR (Network for Empowered Aid Response) is a movement of local organizations with a bold ambition – to reshape the top-down humanitarian and development system to one that is locally driven and owned, and is built around equitable, dignified and accountable partnerships. NEAR is a membership based organization with members coming from four regions: Africa, Asia and the Pacific, Latin America and the Caribbean, and the Middle East.

**ABOUT ADESO**

NEAR is currently hosted by Adeso, an expanding and vibrant African based international development and humanitarian organization. Adeso and NEAR both aspire to prevent and overcome situations that adversely affect community well-being by: Influencing policy change and enacting systemic change through innovative solutions led by local and national actors.

**POSITION PURPOSE**

The Communications Coordinator plays an important role in amplifying NEAR’s evidence-based and human design approach by curating and crafting compelling narratives that highlight the experiences, lessons and achievements of NEAR members in the field of localization. By adeptly combining strong writing skills and visualization skills, with a keen focus on storytelling and peer-driven learning. The Communications Coordinator plays a critical role in helping make sure NEAR member and secretariat learning and achievements are converted into communication materials more resonant and impactful for both key external and internal stakeholders. This position serves as a conduit for translating the essence of NEAR’s mission into engaging narratives and visuals, fostering a deeper connection with our diverse audience and advancing our commitment to building open, inclusive, and sustainable economies worldwide.

**SPECIFIC ROLES AND RESPONSIBILITIES**

*Storytelling:*

- Engage with NEAR members and secretariat staff to gather, distil and craft impactful stories from the field, focusing on lessons learned and achievements related to localization.

- Write compelling and concise narratives in English that effectively communicate the experiences of NEAR members and help advance our localisation agenda through relevant, compelling and credible accounts.

*Visual Communication:*

- Support other team members to translate reports, research, concepts and other key information into succinct and visually appealing materials to enhance communication effectiveness.
- Develop simple and engaging visuals to accompany written content for both internal and external audiences.

*Event Support:*

- Support the Learning Team in the organization and coordination of multiple online peer-to-peer learning events.
- Contribute to the development of event communication materials and ensure their alignment with NEAR's messaging.

*Communication strategy*

- Lead or actively support the development and deployment of NEAR's new communication strategy, in alignment with the NEAR's new 2024-2026 Strategic Plan and communication strategy, working in close coordination with both directors of the Learning and Influencing teams.
- Lead on the update and maintenance of key communication channels such as the NEAR website and social media accounts, working with the Influencing Team to ensure alignment with NEAR's advocacy.
- Actively support the Influencing team's advocacy messaging efforts, whenever relevant.

*Overall*

- In close coordination with the Learning Director, support emerging communication support related needs, working closely with other relevant Secretariat team members.
- Other communications-related engagements, as may be directed by the Learning Director.

## EXPERIENCE AND QUALIFICATIONS

*Skills Demonstration:*

- Demonstrate very strong English writing skills by submitting/creating sample stories or communications during the application process.
- Showcase visual skills by providing examples of previous work and completing a practical test to illustrate the ability to translate concepts into simple visuals.

*Interest Alignment:*

- Express a strong interest in NEAR's vision and mission, showcasing a clear understanding of the organization's goals and values.

*Qualifications:*

- At least 5 years of directly relevant professional communication experience, with a clear demonstrated use of both writing and simple visualisation skills.



- Strong writing skills, with the ability to write succinctly, clearly, and compellingly in English.
- Strong visualization skills and experience to effectively translate concepts into simple and engaging visuals.
- Overall demonstrated interest and commitment to enhance the power and influence the NEAR Network through strong communication skills.
- Experience with specific software Adobe Creative Suite, Canva, Mailchimp, Squarespace and other content creation tools.
- Experience with X, Facebook, LinkedIn and other social media
- University Undergraduate degree in Communications or other relevant field, is preferred
- Citizens from the Global South (Africa, Asia and the Pacific, Latin America and the Caribbean, and the Middle East) are strongly encouraged to apply.

Location:

- This is a fully remote position with occasional international travel.

#### APPLICATION PROCESS

All applications should be sent to [jobs@near.ngo](mailto:jobs@near.ngo) by **May 6, 2024** with “**Communications Coordinator**” on the subject line. The selection committee will review all applications as they arrive.

Each application package should include the following:

- Cover letter with the applicant’s current contact information (limited to one page)
- CV
- Three Professional References, with complete contact information

**All applicants must meet the minimum requirements described above. Only short-listed candidates will be contacted. Adeso is an equal opportunity employer.**