



Job Description and Person Specification

Please note this statement is for information only and does not form part of a contract. This list is not exhaustive and you will be expected to undertake such duties as may be assigned to you by the Foundation from time to time. WFD is a small team and staff are expected to be flexible in their work in order to deliver the objectives of the organisation¹.

Job title	Communications Officer	Location	Rabat, Morocco
Contract type	Full time - Fixed term contract of service	Contract length	August 2019, March 2021
Salary Range	Competitive local salaries		

Context

Westminster Foundation for Democracy (WFD) is the UK public body dedicated to supporting democracy around the world.

WFD partners with UK political parties, parliaments, electoral and financial audit institutions to help over 40 developing countries make their governments fairer, more effective and accountable.

WFD's initiatives include: helping protect women from violence in the Middle East, making politics more inclusive in Africa, consolidating democratic institutions in Asia and building trust in democracy across the Western Balkans.

On behalf of the United Kingdom, WFD recruits international election observers and leads the Commonwealth Partnership for Democracy (CP4D), a UK initiative to support the political engagement of minorities and vulnerable groups in developing countries across the Commonwealth.

27 years after its establishment, WFD fields over 100 staff in 33 offices spanning from Caracas to Vientiane. A new strategic framework, recently endorsed by the UK Government, commits the Foundation to renew a focus on civil society and independent institutions as well as adopt the latest innovations in programme design and implementation.

More information can be found on www.wfd.org.

WFD Morocco

WFD has been active in Morocco, supporting Parliament, since 2011. In 2016, WFD agreed a five-year partnership with the Moroccan House of Representatives. In 2017, WFD entered into a three-year partnership agreement with the House of Councillors. Our parliamentary support programmes focus on increasing political participation and transparency.

In 2019, WFD began implementing a new contract with the British Embassy in Rabat funded by the UK Government Conflict Security and Stability Fund (CSSF) and jointly managed by the Foreign and Commonwealth Office (FCO) and Department for

International Development (DFID) to implement a two-year programme until 31 March 2021.

WFD Communications

WFD is supported by a global communications team which is headquartered in London and is member of the professional body of UK public sector communications professionals (“Government Communication Service” or GCS). WFD communicators implement GCS campaigning and communications evaluation methodology and are committed to continuing professional development.

Main purpose of the role

Primarily, the Communications Officer will be responsible for developing WFD’s profile and visibility in Morocco and the region.

The Officer will implement locally WFD’s Communications Strategy and standards, working closely with the global communications team.

The Officer will ensure timely production of high-quality external communication content including social media posts, news articles, photos and videos. They will also curate WFD Morocco contributions to the WFD Annual Report and develop the WFD Morocco page on WFD.org.

The Officer will be also responsible for ensuring the appropriate branding of the WFD Morocco office and WFD Morocco events.

Occasionally, they will also provide communications support to other WFD offices in the region.

Management and key relationships

Staff managed²	None
----------------------------------	------

Reports to³	Country Representative (Morocco)
-------------------------------	----------------------------------

Key Relationships

Internal:

- WFD Morocco office
- WFD MENA team (London)
- WFD Communications & External Affairs Department (London)
- WFD MEL team London and Morocco
- Other WFD Country Offices

External:

- British Embassy
- WFD Morocco and MENA partner organisations who concur to organizing events or can support select WFD Morocco initiatives and communications
- Consultants contracted for evaluations e.g. to conduct midterm and/or final evaluations Key journalists and/or social media influencers who cover relevant issues affecting Morocco or the MENA region
-

- ¹ This JD is only a summary of the typical functions of the job, not an exhaustive or comprehensive list of all possible tasks and duties. The responsibilities of the jobholder might differ from those outlined in the JD and that other duties, as assigned, might be part of the job.
- ² Please note WFD reserves the right to increase or reduce the number of staff managed according to the needs of the organization and the funding confirmation from the donors.
- ³ Please note WFD reserves the right to change the line of management according to the needs of the organisation.

Main Duties

1. Communicating Results and Reporting:

- Liaise with the WFD Communications & External Affairs Department to develop programme and in-country communications by :
 - Adopting a WFD Morocco Communications Plan
 - Creating engaging social media content, including through infographics, and running local WFD social media accounts
 - Creating engaging audio-visual content and taking high-quality photographs
 - Ensuring all WFD events and materials have appropriate branding, including programme presentations, brochures and events' signage
 - Liaise with the media and programme partners around key WFD Morocco programme milestones and events, to create the widest possible coverage of WFD Morocco activities and achievements
 - Draft press releases and briefing notes, and liaising with the media to set up interviews, where appropriate
 - Writing articles and case studies for WFD's website, newsletters, and other materials
 - Evaluating WFD's social media content and event/activity communications to ensure we are maximising our impact and using the appropriate channels
- Update the WFD Communications & External Affairs Department on upcoming activities/milestones in Morocco and the MENA region.
- Research and edit information to produce regular reports to donors, advising colleagues on requirements and identifying critical issues for the attention of, and review by, programme managers.
- Produce post-activity reports in Arabic and English after every WFD Morocco Programme activity for internal dissemination as requested by Country Representative.
- Support WFD communication initiatives across the MENA region, including:

	<ul style="list-style-type: none"> o Supporting communications around high-profile events/activities/milestones in WFD offices across the region o Building capacity for digital communications amongst colleagues by providing appropriate training <ul style="list-style-type: none"> • Work closely with the MEL staff both in Morocco and London
--	---

Person Specification			
Knowledge, skills and experience			
	Requirement	E/D¹	Evaluation⁵
1	Experience managing social media channels	E	App & Int
2	Experience creating engaging written and audiovisual content for external use	E	App & Int
3	Proven ability to work effectively and collaboratively with multi-cultural teams, promoting a culture of learning	E	App & Int
4	Fluency in written and spoken Arabic (E), English (E) and French (D)	E/D	App & Int
5	Experience working in the sectors of parliamentary/democracy strengthening; governance; elections; civil society support/political parties support; international development; international cooperation; international affairs	D	App & Int
6	Experience in reporting on achievement against theory of change documents and outputs/outcomes indicators follow up.		
6	Strong English/ Arabic copy editing or graphic design or web publishing or photography/filming skills highly desirable	E	App & Int
7	Experience in developing engaging case studies documenting the impact of international development programmes	D	App & Int
8	Proven ability to build effective relationships with journalists, bloggers, and other key communication partners	D	App & Int
9	Administratively self-sufficient and proficient user of Microsoft products including but not limited to Outlook, Excel and Word.	E	App & Int
Competencies²			
	Requirement	E/D	Evaluation

¹ Essential or desirable. This is relevant for recruitment purposes and sets out how a candidate will be assessed against requirements. Options are application form (App), interview (Int) or test (Test)

² Competencies articulate the behaviours which an organisation expects its staff to demonstrate in the course of their work both to reflect organisational values and add significance and worth.

1	<p><u>Analysis and Judgement:</u></p> <ul style="list-style-type: none"> - Generates options and evaluates these to produce recommendations which reflect organizational aims and priorities; - Attentive to detail, understands the importance of gathering and processing information accurately 	E	App & Int
2	<p><u>Communication and Influencing:</u></p> <ul style="list-style-type: none"> - Takes time and actively listens to thoroughly understand the needs and aspirations of colleagues and contacts; - Uses facts and rational arguments to influence others' thinking; - Creates situations for sharing ideas and discussion; encourages others to contribute 	E	App & Int
3	<p><u>Delivering Results:</u></p> <ul style="list-style-type: none"> - Makes opportunities to share knowledge, learning and best practice to improve organizational delivery; - Tackles difficult problems, seeks to understand the reason for obstacles and takes personal responsibility for finding solutions 	E	App & Int
4	<p><u>Initiative and Creativity:</u></p> <ul style="list-style-type: none"> - Responds to new or different ideas by discussing why they might work rather than why they won't; - Works with colleagues to understand factors which hinder performance, to brainstorm solutions and to plan improvements 	E	App & Int
5	<p><u>Leading and Developing People:</u></p> <ul style="list-style-type: none"> - Treats everyone equally and respects the knowledge and experience of others; - Takes time to help others to come up with solutions, rather than solve problems for them 	E	App & Int
6	<p><u>Self-awareness and Improvement:</u></p> <ul style="list-style-type: none"> - Learns lessons from success and failures and freely shares knowledge and findings with others; Recognises areas of one's own weakness and seeks guidance and support. Looks for opportunities to improve 	E	App & Int
7.	<p><u>Strategic Thinking:</u></p> <ul style="list-style-type: none"> - Helps colleagues to understand complex ideas and to make the links between their work and organizational strategy; - Understands and is committed to the organization's mission, purpose and strategy 	E	App & Int
8.	<p><u>Working with Others:</u></p> <ul style="list-style-type: none"> - Makes time to help colleagues with their work and prioritizes team goals over personal preferences or interests; - Seeks advice and ideas from others and proactively shares information and learning 	E	App & Int

