



# Terms of Reference

## Communications Intern

<b>Title</b>	Communications Intern
<b>Duty Station</b>	Nairobi
<b>Duration</b>	4 months
<b>Closing Date</b>	17 <sup>th</sup> October 2023

### Background

The Arid Lands Information Network (ALIN) is an NGO registered in Kenya in 2001. ALIN has over 20 years of experience working on sustainable development issues by providing a grassroots link to policy matters in addition to empowerment activities.

ALIN's mission is to improve the livelihoods of communities in East Africa through the delivery of knowledge and skills on sustainable agriculture and adaptation to climate change using modern technologies. The work covers 10 of the 2030 Sustainable Development Goals (SDGs). SDGs 1, 2, 4, 5, 7, 10, 11, 12, 13 and 17 are particularly pivotal to ALIN's work and mission.

In its Strategy (2022-2027), ALIN promotes solutions that enhance long-term resilience of communities and enable them to thrive in the face of devastating climate shocks; supports communities to achieve food security through new production technologies and access to markets for their produce; and enhances access to digital technologies to support innovation, business processes and civic participation.

### Key Responsibilities

- Social media planning, monitoring, research, analytics reporting and content coordination
- Support in developing communication content and visuals (texts, illustrations, animations, photos, audio files, video clips)
- Ensure effective and efficient documentation of ALIN activities and achievements including videography and photography and communication of the same with relevant audience
- Identify innovative opportunities and new communications tools and platforms which can serve to highlight the work of ALIN
- Work with project teams to capture, document and develop a collection of success stories, failures, and lessons learnt from the field and have a library of stories for use in reports, articles, communications activities, impact assessment and fundraising purposes
- Assisting in developing awareness-raising, advocacy and visibility activities

## Qualification and Experience

- Pursuing or graduated with a Bachelor's Degree in communications, journalism, public relations or a related field
- Excellent written and verbal fluency in English and Kiswahili with the ability to tailor writing to different audiences
- Tech savvy with demonstrated broad knowledge of digital (websites, social networking, email and blogging), photography and videography
- Experience using any Social Media Management software such as SproutSocial, Buffer, Hootsuite etc
- Ability to develop working relationships with media professionals
- Ability to build connections via social media
- Good interpersonal and communication skills
- An eye for details-from grammar to new opportunities
- Ability to work independently, and to collaborate effectively as a member of a team
- A great attitude and desire to learn
- A keen eye for aesthetics and details

## Applications

If you meet the above qualifications send your cover letter, curriculum vitae with contact details of three professional referees and some samples of your work to [jobs@alin.net](mailto:jobs@alin.net) by COB 17th October 2023.