

JOB DESCRIPTION

Position Title	Communications and Engagement Coordinator (Full-time)
Reports to	Operations Manager
Works alongside	Communications Manager on Content Deliverables

PURPOSE

The Communications and Engagement Coordinator crafts and manages multi-project campaign messaging and social media visibility, driving consistent engagement across all platforms in a fast-paced environment that positions SAFCEI as a leading voice in its sector and on the issues we work on.

The Communications and Engagement Coordinator will be able to deliver their work independently, as well as collaborate across the organisation with the programme team and projects, partners, consultants to grow our online audience, campaigns and engagements.

JOB CONTENT

Key Performance Area (KPA)	Activities/Objectives/Tasks	Key Performance Indicator (KPI)
1. Communications Planning and Coordination	Develop and maintain annual and monthly communications plans and engagement targets for programmes and projects as per proposals and as needed. Coordinate the implementation of SAFCEI's online communications plan for the project deliverables. Ensure all communication activities for projects and programmes and partnerships align with SAFCEI objectives. Liaise with programme teams to coordinate communication	Annual communications plan developed, for the organisation and projects, and implemented meeting engagement targets and funder requirements. Monthly communications plans for projects and programmes with clear outputs and content calendar completed and shared before each month. Communications deliverables and tasks tracked on Monday.com.

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	needs and timelines so that delivery is done timeously, efficiently and for maximum impact. Maintain all project and campaign communications workplans and deadlines on Monday.com.	Planned communications delivered on schedule and for maximum project, advocacy and campaign impact. Ensure Monday.com is up to date and accurate.
2. Programme and Projects Content Development	Develop communications for specific projects and content drafting: blogs and press releases, media articles for the project, ensure articles are published in national media, and identify stories from the field that can be developed for national media. Deliver design of invitations, events, publications (whatsapp posters, brand ideas) for all campaigns and projects (Canva). Education materials identified or developed and shared with CBOs for educating communities. Edit and proofread communications materials. Ensure brand consistency across all platforms and publications. Identify target audiences and key messaging.	Communications project plans to have clear outcomes aligned to the project objectives as per the proposals and indicators, and includes evidence-based metrics, and analytics. Monitoring of news sites should be reflected in at least weekly information-sharing. Invitations for key events are shared. Communications materials designed and produced quickly and efficiently according to agreed deadlines. All published content follows SAFCEI branding. Inputs are given to draft educational materials or publications. Copy and branding are checked and approved before going to print. Resources are published to the project website,

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		distributed online and in person.
3. Social Media Management and Community Engagement	Create and drive content with the programmes team to run campaigns on social media, schedule social media content from SAFCEI and external sources. Create, post and manage to ensure engaging content on campaigns and projects on all SAFCEI's social media platforms both from internal (projects) and external (news) content. Develop monthly social media content calendars. Create engaging and platform-specific content. (Instagram, Facebook, TikTok, LinkedIn, and YouTube) on SAFCEI core messaging and campaigns. Schedule content using social media management tools and create content in response to external developments and SAFCEI campaign messaging. Monitor comments and messages. Respond to enquiries and engage with followers. Ensure annual targets and performance plans are met. Track and report on platform performance, growth, engagement, and campaign performance.	Social Media campaigns are vibrant, informative and are delivered to campaign and project plans and timelines. SAFCEI social media channels have meaningful posts that maximise engagement across key programmes and campaigns. Monthly social media calendar is shared in line with the editorial calendar along with responsive campaign messages that are news worthy or responding to developments, and recorded on Monday.com. Monthly social media analytics is reported in Monday.com and in monthly staff reports according to programme/project campaigns and deliverables. Engagement stats are tracked, reported monthly and quarterly. Agreed annual targets for increased engagement are reported in comparison with the previous quarter. Across all platforms, including whatsapp, community responses, enquiries, engagements are responded to immediately. Results and reach are visible in social media through impressions and attendance

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	Through the Earthkeepers network members and programme teams proactively gather and curate stories and project updates (photos, stories, reels and other content) that tell the story of the campaigns and projects impact. Develop online toolkits for campaigns. Stay current with platform trends and best practices. Research trends to gain new followers on our social media platforms. Identify trends and opportunities.	to events, and social media following growing through a clear engagement plan (a minimum of 10 followers per month per platform). Quality content (photos, reels, stories) with accurate data that show impact is produced from Faith Leaders and Green Champions weekly. Social media posts that contain SAFCEI key campaigns are produced and shared to build momentum for campaigns and issues. SAFCEI media content is a leading voice in our sector, up to date, impactful and maximises reach through current trends and innovative posting, including potential collaborations.
	Build SAFCEI's social media following through following other accounts that are active and relevant, and grow our social media engagement through engagement (posting, tagging, replying, requesting) and connecting with organisations, individuals and institutions and faith communities who post and care about the issues that SAFCEI works on.	Delivery of an effective social media engagement strategy with clear outputs is done, aiming to grow engagement and post impressions, as agreed annually. Results and reach are visible in social media through greater engagement and increased social media following. Annual increase in numbers and engagement by at least 10% growth per annum.

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	Collaborate with partners, faith leaders, activists, climate, energy and food justice, and animal welfare organisations to drive engagement on SAFCEI's social media platforms. Support relationship-building initiatives. Support planning and promotion of events, workshops, campaign activities, and community outreach programmes. Coordinate event communications before, during, and after events.	Sharing contents, events coverage of partners and active accounts on key campaign issues via social media. Attend meetings and represent SAFCEI to ensure our presence and engagement in key SAFCEI and partner campaigns and events. Ensure attendance and awareness of SAFCEI events through Earthkeepers networks and other coalitions.
4. Website Content	Update website content on programmes and projects news, events, campaigns, and resources. Ensure information remains accurate and current.	Website programmes news, project and campaigns content is updated weekly and shared across social media and newsletter platforms.
5. Monitoring, Reporting, and Evaluation	Compile monthly communication impact reports. Record key Social Media metrics on Monday.com. Monitor KPIs including website traffic, social media analytics, newsletter performance, media coverage, and social media campaign outcomes. Analyse social media campaign performance and provide recommendations based on data.	Monthly communications reports submitted by agreed deadline. Produce monthly analytics reports, (covering website, social media, and campaign metrics), quarterly progress reports, and provide weekly updates to the internal team. Share insights into reach, engagement, followers, top performing content, and social media campaign metrics. Quarterly, 6 monthly and annual reporting: Social

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		Media, YouTube, and publications.
6. Networking and Events	Support programme events and partner events. Networking both online and in-person engagements.	Attend and represent the organisation as required to ensure SAFCEI is known and is a leading voice on key issues.
7. Organisational and event responsibilities	Provide regular updates internally on SAFCEI's communications. Participate in organisational (programme/staff) meetings and organisational events. Attend AGM, staff and other meetings as required, and provide input when requested.	Updates on comms shared with the team on a weekly basis. Communication support is provided at any events as required, such as event communication logistics and also capturing photos, reels, stories and so on.

Qualifications & Experience:

- A bachelor's degree in marketing, communications, or public relations.
- 3- 5 years of experience in communications, content, websites, as well as social media with a strong understanding of platform algorithms (Instagram, TikTok, Facebook, LinkedIn, YouTube; Google analytics etc.)
- Experience in running successful campaigns.
- Experience using G-Suite (Sheets, Docs) and Microsoft Office applications (Excel, Word).
- Good knowledge of and previous experience using CANVA.
- Basic photography and video editing skills.
- Experience of project management software.

Personal Attributes & Skills:

- Excellent written and verbal communication skills.
- Self starter who can work independently and as part of a team with excellent timekeeping.
- Committed, persistent, hardworking, with a creative mind set and highly detail oriented.
- Excellent time management skills, ability to multitask and meet deadlines.
- An understanding of the NPO sector. In particular an understanding of eco-justice and ethical governance, coupled with a commitment to a multi-faith approach.