1. ABOUT THE VACANCY

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<tr>
<th>Name of the position:</th>
<th>Communications coordinator</th>
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<td>Reports to:</td>
<td>Executive Director</td>
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<td>Work place:</td>
<td>Remotely (with occasional in person meetings. Futbol Mas Kenya office in Mathare is available)</td>
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<td>Timing:</td>
<td>Part time, 3 months. Starting second week of June</td>
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<td>Application deadline:</td>
<td>Monday 8th of June 2020</td>
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2. INTRODUCTION

Founded in 2008 in Santiago de Chile, we have grown into an international Sport for Development NGO with presence in 9 countries: Chile, Peru, Ecuador, Haiti, Paraguay, Mexico, France, Dominican Republic and Kenya. Every week about 11,500 children participate in our programme in challenging environments throughout Latin America, the Caribbean, Europe and recently also Africa. We’re a social and community-based programme using football as a vehicle for social change, inspiration and happiness. For more information go to [http://www.futbolmas.org/en/](http://www.futbolmas.org/en/).

At the moment we work in three communities of Nairobi, one in Mathare and two in Kibera. At the community levels the team of Futbol Más professionals consists of physical education or sports professionals and social sciences professionals (psychologist, social worker or related careers). As an office, we are growing into a regional office and aiming to increase our reach and partnerships.

3. JOB DESCRIPTION

The COVID19 pandemic affected the community work of Futbol Mas greatly, given the nature of our methodology and its implementation model. Therefore, the COVID19 pandemic pushed the organization to reinvent itself and this is how the concept of My Home My Playground was born. It transfers the Futbol Mas methodology and its focus on keeping children and families physically active as well as focusing on mental health from
the community field or playground to the home. In this shift, the content undergoes changes, but the delivery and form as well. This is how the need for production of audiovisual and graphic content arose.

In this framework Futbol Mas is working in partnership with the United Nations agency for Refugees (UNHCR). A project has been designed to reach refugee families across Kenya with graphics, videos and audios with the intention to provide psychosocial support to refugee children and their families during this period of interruption of regular life in general and education in particular. As such, this project intends to complement the proposed continued learning by the Ministry of Education with psychosocial support. For a reference of what kind of content, refer to our youtube channel Futbolmasorg (https://www.youtube.com/channel/UCyRSgSN42IGjXYStP3vZ_7A).

In the communications coordination role, you are expected to develop a communication strategy to make the most of the produced content to expand reach, branding and communication on audiovisual and printed media, as well as social media. You will be coordinating with the implementing team to obtain the necessary content and information, as well as with the graphic design and production support as part of the project.

4. KEY ROLES, RESPONSIBILITIES and COMPETENCIES

- Impeccable writing skills for online articles, social media posting and press releases
- Manage Futbol Mas Kenya social media platforms, Facebook and Instagram in particular.
- Understand and be able to pitch the Futbol Más model to different players in national and local media
- Develop a communication strategy for the My Home My Playground project
- Network with national and local media players
- Have an aesthetic eye for quality, detail and correct and clear communication

CROSS CUTTING COMPETENCIES

To thrive in Futbol Mas and discover yourself further professionally and personally, you will need / get the opportunity to build the following skills:

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<th>Internal strengths</th>
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<td>Be flexible and resilient (especially to operate and connect with people from the community)</td>
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<td>Be proactive and take initiative</td>
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<tr>
<td>Think strategically</td>
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Be goal and quality oriented (with an eye for detail)  
Manage your emotions  
Positive energy  
Be well organized and structured when planning and implementing an activity  
**Relational strengths**  
Horizontality in all relationships (within the team and with others)  
Communicate by connecting, listening and dialoguing with people  
Be strategic in networking with national and local media  
Take leadership and work as a team at the same time  
Be assertive and professional in your communication and behaviour  
**Technical strengths**  
Capacity to vision and project strategically towards community ownership and management  
The ability to analyse situations, people, documents and numbers  
Fluent in working with Office applications, mainly outlook, word, excel and powerpoint  
Being conversant with video and photo editing software is an asset  
Fluent in Swahili and English.  
Knowledge on social and/or sports programming is an added value

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<th>EDUCATION:</th>
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| **Formal studies / careers studied**                                     | 1. Communications  
2. Marketing  
Or related careers |
| **Additional Education:**                                                | Photography and video editing programmes  
Life skills for team work, flexibility and resilience |
| **Minimal working experience desired:**                                  | 1 year (not compulsory) |

We are not a competitive football development programme and in this position there is no need to be “football”-literate. Futbol Mas is a gender sensitive organization and also welcome women to motivate themselves to apply for this position as we strive to not only have a multifunctional team, but also a gender balanced team.

If you are interested to be part of our team in this creative phase of Fútbol Más in which the COVID19 pandemic has pushed us, send us your CV, cover letter and salary expectation to recruitmentkenya@futbolmas.org.