



# Digital ID Strategic Communications Advisor

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📄 **Number of Positions:**

1

🕒 **Contract Type:**

Fixed Term/Full Time

🕒 **Contract Details:**

Ongoing

💰 **Salary:**

Competitive

🕒 **Working Hours:**

35

📍 **Location:**

Addis Ababa

📅 **Closing Date:**

02/10/2022

📁 **Job Category:**

Advisory

📄 **Business Area / Division:**

Advisory - Africa

📄 **Business Unit:**

Ethiopia

# Focus of the Role

Do you have experience working in the tech field on programmes that drive systemic and transformative change in the digital ID space? Are you excited by opportunities to work directly with the government to create impact at scale? If yes, then we are looking for you!

The Tomorrow Partnership is Tony Blair Institute's work with political leaders and governments to bring tech and digital solutions to address their biggest challenges because we believe tomorrow will belong to those who responsibly harness the power of technology for the good of all people and to leave no one behind.

Through The Tomorrow Partnership, we broker strategic partnerships between governments, leading tech organisations, and innovators to help foster environments that enable tech to deliver practical change in people's lives.

Governments within our countries of scope recognise the role of digital technologies to propel growth, diversify, and deliver government services more efficiently. Accordingly, TBI has agreed to offer advisory support to our government counterparts to enhance the robustness, inclusiveness, and utility of their digital ID ecosystems. A key focus area is how to optimise National ID ecosystems and explore relevant strategies to enable this optimisation.

As part of TBI's growing tech programme in Ethiopia under the Tomorrow Partnership, we are looking to hire an outstanding Strategic Communications Advisor with experience and expertise in technology and digital government transformation. With a strong strategic communication track record, the successful candidate will combine experience supporting public sector communications programmes with expertise related to tech transformation and working on donor-funded programmes.

## Job Introduction

The Strategic Communications Advisor will provide technical and strategic advice to Ethiopia's National ID Program Office (NID) and support its engagement with internal and external stakeholders, including developing a comprehensive Communications Strategy to drive consumer trust and adoption during the rollout of the National ID Program.

This is a full-time, 12-month contract based in Addis Ababa, Ethiopia. The role will require working closely with senior counterparts at the National ID Office. **Please note, it is essential you have an existing right to work in Ethiopia to apply for this role.**

## Key Responsibilities

The Advisor's key responsibilities will include:

- Proactively engage relevant senior officials at NID to assess critical communications challenges and expectations
- Identify and map out various stakeholders – government officials, donors, and partners – required to support the implementation of the Communications Strategy of the National ID program

- Research, assess and analyse perceptions of primary stakeholders in Ethiopia's National ID ecosystem
- Index NID's knowledge base to develop, categorise and publicise public content such as plans, targets, strategies, guidelines, FAQs, legislation, public announcements etc.
- Collaborate with international partners (e.g., the World Bank) to develop Communications Strategies and toolkits for the National ID program
- Work on identified gaps in awareness and sensitisation to address NID's immediate communications needs
- Develop and coordinate dissemination plans for priority advocacy and research initiatives and messages across diverse channels
- Lead the development of digital content in collaboration with NID's digital graphics team, prepare and schedule social media campaigns, outreach materials, reports and other external-facing documents as needed
- Identifies, researches, and writes useful and engaging content for target audiences on NID's and external outlets, including NID, social media, and the industry or mainstream news outlets
- Supports daily administration of digital communication channels, primarily external ones
- Monitor the ID program's international and local presence and mention, and ensure effective representation of NID in local and international stages
- Coordinate with other teams to optimise synergies and opportunities for coordinated messaging to align the best awareness, sensitisation, communications, and digital content to the context of Ethiopia and NID's strategic objectives
- Develop an action plan to address social risk areas, as identified by NID's social-risk assessment study
- Build strong relationships with senior officials in both the public and private sector, maintain an in-depth understanding of current/ emerging trends in the digital ID sector, and identify opportunities for collaboration
- 20% of the time to contribute to broader TBI agenda and other relevant activities as required by the NID office and in line with the incumbent's scope of responsibilities above

## Person Specification

We are looking for an individual with strong experience in strategic communications and knowledge management principles and processes. The ideal candidate will have a grounding in digital identity communications, facilitating technology-led transformation, programme management, policy reform, and institutional capacity building. This is a role in a fast-paced team, working within complex but exciting policy areas.

### Key Competencies

- High-quality communication, drafting, and presentational skills are key
- Ability to think creatively, problem-solving, and technical troubleshooting skills
- Good interpersonal skills and stakeholder management
- Technological Awareness
- Ability to foster collaboration and teamwork

- Productive and resilient in dynamic and challenging environment

#### Required Experience & skills:

- Relevant educational background, preferably a Masters' Degree in Communications, Marketing, or related field with significant experience in communications or media
- Experience in management consulting, government, or government advisory, related to strategic communications in Africa
- An established network and a proven track record of strategic communications work and use of toolkits (E.g., comms grids) are essential, as is relevant experience of working in a project and programme environment
- Experience in the development and implementation of communications in a public sector environment
- Demonstrated ability to work effectively with a wide range of government and non-government actors, particularly development partners
- Outstanding management skills and the proven ability to build and inspire/mentor internal teams to achieve exceptional objectives and contribute directly to outcomes hands-on
- Worked or consulted in developing and emerging economies. Experience working in Ethiopia or Africa preferred - particularly in delivering communications strategies
- A highly articulate person, able to work in the face of a range of competing views and priorities, possessing highly developed communication and negotiation skills
- A strong sense of ethics, discretion and perseverance required
- Proficiency in MS Office, Graphic Design and WordPress preferred
- Willingness to travel and work in regional areas within NID's scope
- Must be fluent in English and Amharic. Working knowledge of other local languages is a plus

## About The Institute

The Tony Blair Institute (TBI) is a mission-driven not for profit organisation. We exist to equip political leaders and governments to build open, inclusive and prosperous societies. We work hard, every day, to make a difference. When governments work well they are able to create economic and social change in a way that promotes fairness, social justice and opportunity. We work relentlessly to support leader and governments with the challenges they face. Giving them practical solutions and actionable insights, that once implemented, can be transformative for their people

We do this within two connected divisions:

### ***Government Advisory***

Our Government Advisory teams work directly with political leaders and governments around the world to implement reforms that improve the lives of their citizens. It works with a variety of partners and its outputs cover a range of disciplines and projects across countries in Africa, the Middle East, Eastern Europe and South Asia.

### ***Policy Futures***

Our Policy Futures work encompasses three broad areas:

- **Renewing the Centre:** developing a bold and innovative domestic policy programme to help renew the centre ground of British politics;

- Tech and Public Policy: exploring the policy challenges and opportunities presented by the technological revolution; and
- Extremism Policy Unit: creating solutions designed to tackle the threat of extremist ideologies in the UK and around the world.

As an organisation, the core beliefs we all embrace are:

- Open and Progressive: you'll believe in the value of teamwork
- Bold and Pragmatic: you'll approach everything you do with integrity and authenticity
- Optimistic Changemaker: you'll be focused on results

TBI believes embracing diversity and inclusion make us a better place to work. It's our goal to reflect everyone in society and we actively welcome applications from individuals and groups who are under-represented in the workplace. We celebrate difference be it ethnicity, religion, age, gender or gender identity, sexual orientation or disability. We will only ever assess you on your abilities and fit for a role. We're happy to discuss any adjustments you need to ensure a level playing field during recruitment and, if you're successful, discuss any adjustments you might need to thrive in your role.

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