

BUILDING EDUCATION FOUNDATIONS THROUGH INNOVATION AND TECHNOLOGY (BEFIT) PROGRAMME

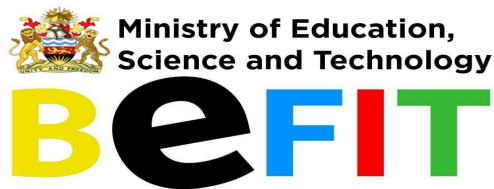
JOB DESCRIPTION

Job Title	:	Communication and Advocacy Specialist
Incumbent(s) or Open	:	Open
Department/Country	:	Programmes -Malawi
Duty Station	:	Lilongwe
Supervisor Title	:	National Programme Lead
Direct Reports	:	N/A
Job Grade	:	N/A
Salary Scale	:	MK68,000,000 – MK82,000,000 Per Annum
Date Finalized	:	December 2025

I. INTRODUCTION

The Malawi Government through the Ministry of Education (MoE) is implementing the **Building Education Foundations through Innovation and Technology (BEFIT) Programme** to improve primary school children's acquisition of literacy and numeracy skills using education technology supplementing teacher efforts in schools across Malawi. Within the MoE, the programme is being led by the Directorate of Open Distance and eLearning (DODEL) and the Directorate of Basic Education (DBE).

The BEFIT Programme will be a national roll out of a tablet-based learning intervention to all pupils in Standards 1-4 in public primary schools of Malawi, reaching approximately 3.8 million learners in 6,000 schools. The roll out will be implemented in six different phases spanning from year 1 to year 6, between September 2023 to August 2029.



The BEFIT Programme goal is to improve pupil learning outcomes in reading and numeracy through supplemental use of individualized, self-paced instruction delivered through specialized apps on Android tablets in standards 1-4 in all public primary schools in Malawi.

The BEFIT Programme is implemented by the Ministry of Education with support from a consortium made up Imagine Worldwide (IW), Voluntary Service Overseas (VSO) and OneBillion (OB). The Ministry of Education is the Lead Implementing Entity, while IW, VSO and OB (the software developer) will provide the technical, operational, and coordination support. The overall programme management, technical services provision and coordination is being provided through a Programme Implementation Management Unit (PIMU).

Therefore, in order to ensure efficient and programme community mobilization and engagement, communication, visibility and advocacy, the Ministry of Education through the BEFIT Programme intends to engage the services of a **Communication and Advocacy Specialist** who will be responsible for overseeing and coordinating all programme, community mobilization and engagement, communication, visibility and advocacy across the BEFIT Programme ensuring that programme communication strategy and related activities fully support the achievement of programme goal and objectives.

II. JOB SUMMARY

The **Communication and Advocacy Specialist** will work closely with the **BEFIT National Programme Lead** ensuring that the BEFIT Programme has an effective, efficient, and coherent community mobilization, engagement, communication and advocacy strategy that informs the programme policy positions and advocacy agenda and further support achievement of programme goals and objectives. The Communication and Advocacy Specialist will facilitate communication flows to ensure that BEFIT Programme and its stakeholders receive the information they need regarding the programme in a timely manner and format that is adapted to the needs of target audience. This will require strengthening and streamlining relevant information management systems to respond to demands from internal and external stakeholders. The

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communication and Advocacy Specialist will also develop and disseminate key programme messages using various communication tools. In addition, the Communication and Advocacy Specialist is a key member of the BEFIT Programme Implementation Management Unit (PIMU) as such is responsible for leading and supporting BEFIT Programme management initiatives.

The Communication and Advocacy Specialist directly reports to the BEFIT National Programme Lead and closely collaborate with Ministry of Education and Consortium Partner Communication and advocacy teams to ensure appropriate technical support.

The position is based in Lilongwe but expected to travel between 15-30% of time to field locations to provide programme implementation support

III. RESPONSIBILITIES

Job Responsibility #1: Communications and Materials Production (40% of Time)

- Develop the BEFIT Programme community mobilization, engagement and communication strategy and implementation plan.
- Ensure timely design, production or updates of necessary materials to disseminate information both internally and externally. Such materials may include programme briefs, situation reports, programme strategy, fact sheets, briefing notes/project specific press packs, annual report, banners, project specific brochures, fliers and leaflets etc.
- Develop and publicize success stories and infographics for sharing important statistical impacts and progress of programme interventions – focusing on stories that tell programme’s impact on individual learners, teachers and community.
- Undertake field visits as appropriate to collect and produce human interest stories from the field, carry out interviews with staff and beneficiaries in the field and remain up to date on the unfolding context and programme’s response.

- Support the communication and dissemination of research outputs from the programs. Provide editing support and identify formats and methodologies appropriate to effective sharing of findings.
- Liaise closely with program teams to support meeting information requests and programme visibility requirements including clear signage to be placed on all project intervention sites.
- Develop events management protocol that ensure high level participation at and visibility of programme at all times.
- Build and maintain local media contacts, supporting journalists' researchers and others in awareness raising on key advocacy issues and BEFIT Programme activities.
- Manage the media and help assess and evaluate media requests; assist journalists and photographers in coordinating coverage of BEFIT Programme.
- Provide support to BEFIT Programme Management Team and the Ministry of Education senior staff in their engagement with decision and policy makers, donors, civic leaders and the media including by inputting in briefing notes, development of profiles, talking points and speeches.
- Manage social media platform to ensure wide programme reach.

Job Responsibility #2: Programme Advocacy (30% of the time)

- Lead in the development and implementation of the BEFIT Programme advocacy strategy, in line with programme goal and objectives.
- Maintain up to date expert knowledge on the policy landscape through monitoring and interpreting the external environment in which the BEFIT Programme works and providing strategic and timely analysis and commentary on policy development relating to programme focus.
- Work with BEFIT Programme and Ministry of Education Policy and Planning team to identify advocacy and policy issues and develop a position that reflect the priorities and focus of the BEFIT Programme.
- Build relationships with stakeholders in the field i.e. staff and beneficiaries and with advocacy partners.

- Collaborate with advocacy forums in education sector to identify and influence key policy and decision-makers on relevant programme policy and advocacy focus areas.
- Provide awareness raising and training to BEFIT Programme staff on advocacy and communications approaches and principles.
- Collaborate with BEFIT Programme Consortium Partners Communications and Advocacy teams to respond to key advocacy issues and feed issues into wider education wide advocacy actions.
- Lead the strategic development and tactical delivery of policy and advocacy work supporting influencing at the national – working closely with BEFIT Programme staff and Ministry of Education and Consortium Partner Communication and advocacy teams.
- Develop and deliver accompanying advocacy strategies to effectively disseminate research findings to policy makers and advocacy targets
- Work with programme technical team to identify programme evidence and impact and profile such with relevant policy makers.

Job Responsibility #4: Knowledge and Information Management (25% of the time)

- Through desk and field trips and research, help to identify, collate materials relevant to program activities and advocacy priorities.
- Monitor trends, gather success stories and photographs and facts on the ground.
- Harmonize existing internal communication tools and support their development and dissemination.
- Contribute to update material in engaging format for the programme website and other electronic information sharing forums that can be shared with public, media, partners and donors.
- Identify gaps in the existing information management system and help in ensuring effectiveness and functioning of the system.

Job responsibility # 4 Carry out any other duties as may be assigned (5% of the time)

- Provide support and training to staff and partners on advocacy, principles of communications, including informed consent, and information and picture collection and dissemination.
- Carry out any other relevant duties as may be required from time to time, including filling in the temporary staffing gap in the Programme Implementation Unit.

IV. QUALIFICATIONS AND EXPERIENCE

Required Education and Experience:

- Master's level qualification from accredited university in fields such as communication, social sciences, information management or a similar field.
- At least 8 years' experience in advocacy, communications and dissemination in the development sectors – preferably education.
- Proven practical experience in the communication, information and advocacy within development the sector targeting a wide range of different audiences
- Demonstrated experience in a similar role or senior management role that included similar responsibilities with clear articulation of achievements or contributions.
- Capacity to manage and deliver any communication and advocacy design work.
- Ability to review and edit reports and other written documentation for dissemination and publication.
- Ability to collect information and undertake research under potentially difficult and constraining conditions.
- Ability to present information and communication products for a range of different audiences.
- Experience in developing and managing social media platforms as well as media liaison and media tools e.g. photography, video etc.

- Awareness of potential sensitivity of information in the context of BEFIT Programme and the ability to differentiate between information for internal versus external audiences.
- Willingness to work and travel in difficult circumstances and adhere to agree security procedures.
- Knowledge of international development system and the mandates of the actors involved.
- Ability to communicate with respect and impact, in both written and spoken English.
- Results oriented, able to prioritize and remain focused when faced with competing demands.
- Resilient, able to cope with ambiguity and manage work-life balance.
- Strong work ethic, able to lead by example and demand accountability from others.
- Progressive and brave, challenges business-as-usual and is not afraid to fail, but willing to try new things or new ways of doing things.

Desired Knowledge and Abilities:

- Master's degree in a related field is an added advantage.
- At least 10 years field experience managing programme communication and advocacy in large development programmes.
- Interpersonal and intercultural communications skills, with the ability to communicate knowledge in a manner appropriate to diverse audiences.
- Proven ability to work in partnership with other professionals, and to support learning and sharing of lessons and best practices.
- Demonstrated abilities in strategic planning, management, and oversight of complex technical initiatives.
- Analytical skills, with practical experience in data-based decision-making. The ability to understand and use analytical models and indicators is essential e.g., root cause/problem tree analyses, cost-benefit analysis, risk analysis, chances for success, etc.
- The ideal candidate should be ICT savvy. Skills in online collaboration and development of products using MS Office (notably PowerPoint, word and excel) are essential.

V. DECISION MAKING AUTHORITY

- **General:** The incumbent will be responsible for decision-making pertaining to the Communication and Advocacy related programmatic issues in strict compliance with established policies, regulations, principles, and guidelines and within the limits of the level of authority accorded to Communication and Advocacy Specialist within BEFIT Programme.
- **Financial:** The incumbent will have the level of authority for project / programme Communication and Advocacy staff and budget holder's responsibility as defined in relevant BEFIT Programme policies.

VI. CONTACTS/KEY RELATIONSHIPS:

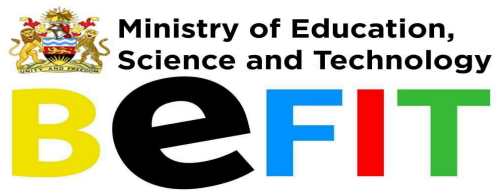
This role is expected to establish and maintain open, professional, and cordial relations with the Programme internal and external customers. These include and not limited to.

Internal

- BEFIT Programme Staff
- IW and VSO Country Office MEAL and Research teams; BEFIT Programme Technical and Support Teams.
- Ministry of Education communication staff from relevant directorates including Policy and Planning.
- Consortium partners' international teams responsible for communication and advocacy.

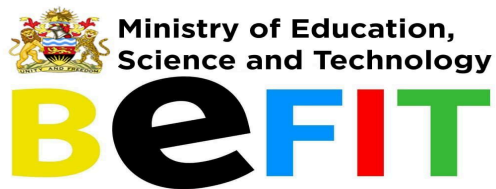
External

- Donors / Government agencies / Other organizations (peer organizations)



VII. WORKING CONDITIONS

The position is based in Lilongwe with regular travel arrangements to field sites and other destinations.



VIII. CLOSING DATE FOR APPLICATIONS

Expression of interest including updated detailed curriculum vitae and certificates must be delivered in a written form to the address below (in person, or by mail), by **Friday, 19th December 2025 at 16:00 Hours Malawian Time.**

The Chief Human Resource Management Officer (CHRMO)

Ministry of Education

Private Bag 328

Lilongwe

Email : samisonikanduluu@gmail.com, ckumbanga1@gmail.com