



ROLE PROFILE

Title	Advocacy and Communication Advisor		
Functional Area	Programs		
Direct Reporting Line	The Director, Plan International AU Liaison Office (Plan AULO)		
Matrix report line	None		
Staff reporting to this role	None		
Location	Plan AULO, Ethiopia	Travel required	Typical office environment
Effective Date	March 2026	Grade	

ROLE PURPOSE

The Plan International African Union Liaison Office (Plan AULO) is strategically positioned to develop and strengthen its relationship with the African Union Organs and Mechanisms to drive change on the continent, by leveraging Plan's global and regional presence to ensure improvements in legislations and policies that impact on the rights and wellbeing of girls and young women. In doing so, AULO will focus on two main priorities areas: (i) child marriage and other harmful practices, (ii) girls in crisis and other emergency situations. We will drive change by using the existing Human Rights Treaties and take advantage of spaces, opportunities, networks and collaborations within continental spaces and platforms. The Pan African Advocacy Strategy (PAAS) which is intended to guide Plan's advocacy work across the continent, provides the rallying point for Plan International AU Liaison Office to push the boundaries and take bold steps in the call to ending child marriage and other harmful practices and advocate for the implementation of legislative and policy frameworks that take cognizance of the unique response requirements for girls affected by humanitarian crisis situations.

Plan AULO Leads Plan International's liaison engagement with the AU and other related continental institutions. It also implements continental projects and initiatives (mainly on policy implementation and influencing) in line with its strategic focus areas.

Advocacy and Communication Advisor will coordinate efforts to influence African Union policies and decisions on key issues, with a focus on gender equality, youth engagement, and climate change, among others. The Advocacy and Communication Advisor will work to ensure that AU policies and programs are aligned with our organization's mission and goals, and that the voices and perspectives of young people, children, especially girls, child rights and youth organizations meaningfully participate in AU decision-making processes.

The role holder will also provide strategic leadership and management in enhancing corporate communications (internal and external); promoting Plan International's global campaigns on Ending Child Marriage (ECM) in line with Plan International's global campaign on Girls Get Equal; optimising information and knowledge management and documentation on Plan's work in ECM; and building brand and organisational visibility, image and profile. The position holder will work in close collaboration with Plan Country Offices, the 18+ Centre of Excellence on ECM, other Plan entities and our partners to project and provide evidence for concerted effort to lobby and advocate for an end to child marriage and other harmful practices. The position holder will also engage the African Union ECM Campaign team and youth groups to track and document case studies on efforts being made to end child marriage.

Key Responsibilities:

1. Corporate Communications

- Lead and manage the formulation and implementation of Project Communications Strategy in line with the priorities in the Plan International Pan African Advocacy Strategy (PAAS).
- Provide strategic advice and support to the project team in relation to communications as well manage risks related to Plan International's communication and media work.
- Communicate the project achievements and lessons learnt in order to influence change at policy level and raise Plan International's profile as a key player/expert in the areas identified in the project document and the Pan African Advocacy Strategy.
- Contribute to the production of high-quality communication products including information packs, press releases, speeches and talking points, annual reports, organization profile, newsletters, photos and video and multimedia content.
- In liaison with programme staff, Country Communication teams and the Regional Head of Influencing, lead the production of creative key messages appropriately tailored to external and internal audiences including through the production and dissemination of reports, the organization of events and conferences.

2. Digital Communications

- Develop a digital communications strategy in line with the global Plan International one to convey the right messages to the targeted audiences using the right channels.
- Communicate the success of Plan AULO's work through the use of social media platforms and create a digital platform for engaging young people
- Oversee the content management of Plan AULO's website to ensure it is relevant, accurate and up to date.

3. Campaigns

- In liaison with programme staff, lead campaign initiatives in relation to Plan International's global and regional campaigns, coordinate the organisation of events and ensure appropriate messages for the local context.
- Lead in the production and dissemination of positions papers and statements, key messages, fact sheets on the campaign themes.

4. Media Relations

- Establish, strengthen and maintain strategic partnership with media and public relations partners in order to boost Plan International's public image, profile and visibility at the Pan African level

- Support the positioning of Plan AULO as a go-to Organisation on girls' issues through effective communication and media engagement

5. Information and Knowledge Management

- In liaison with programme staff, ensure the effective gathering, packaging, management and utilization of critical information required to achieve Plan's advocacy ambition
- Ensure that best practices, success stories, case studies etc are produced and add value to country operations, fundraising and donor retention plan.
- Ensure that proper systems and mechanisms are in place through which corporate communications and marketing products are properly documented, protected, shared and displayed as necessary

6. Advocacy:

- Analyse and monitor policy developments, identifying opportunities for advocacy and engagement, both at the AU level and, when possible, for Plan Offices in AU member states;
- Advocate for the implementation of and accountability for the African Charter on the Rights and Welfare of the Child including by supporting the mandate and activities of the African Committee of Experts on the Rights and Welfare of the Child (ACERWC);
- Facilitate CSOs, children and young people's engagement in AU policy decision making processes including relevant technical Specialized Committee and the CSO Forum;
- Build and maintain relationships with key stakeholders, including the African Union Commission, governments, civil society, and international organizations;
- Coordinate the development of social media outputs.

7. Project Management

- Manage the African Children's Charter Project grant within the implementation framework of the AULO, with particular emphasis on environment (approx. 50%);
- Prepare narrative plans and reports and manage budgets and documentation in line with grant requirements;
- Facilitate collaboration and knowledge-sharing across teams within Plan International and partners of AU-level decisions and opportunities for advocacy at member state-level.

8. Capacity Building

- Support the development of complementary reports to ACERWC and the follow-up;
- Strengthen CSO networks to promote and advocate for girls, rights of children and youth at the AU and at the country-level on AU-level decisions;
- Support identification and adoption of the CSO priorities for promoting participation and protection rights of children.

ACCOUNTABILITIES

- Contribute to formulation and implementation of Project Communications Strategy in line with the priorities in the Plan International Pan African Advocacy Strategy (PAAS).
- Establish and maintain strong partnership and collaboration with strategic stakeholders like the African Union and its different organs.

- Manage and contribute towards girls and young women lead organizations for the success of advocacy and influencing work.
- Participate and contribute to different platforms and spaces in sustaining the influence of girls and young women in political spaces.

Safeguarding Children and Young People (Safeguarding) and Gender Equality and Inclusion (GESI)

- Understands and puts into practice the responsibilities under Safeguarding and GESI policies and Plan International's Code of Conduct (CoC), ensuring that concerns are reported and managed in accordance with the appropriate procedures.
 - Ensures that Programme staff are properly inducted on and understands their role in upholding Plan International's safeguarding and GESI policies;
 - Ensures that Plan International's global policies for Safeguarding Children and Young People and Gender Equality and Inclusion are fully embedded in project design, during implementation and as principles applied in day-to-day work of Programme team;
 - Ensures that Plan AULO contributes to Plan International's global efforts to ensure safeguarding and GESI, including making sure that relevant reporting and data are submitted.
1. Ensures that Plan International's global policies for Child Protection (CPP) and Gender Equality and Inclusion (GEI) are fully embedded in accordance with the principles and requirements of the policy including relevant Implementation Standards and Guidelines as applicable to their area of responsibility. This includes, but is not limited to, ensuring staff and associates are aware of and understand their responsibilities under these policies and Plan International's Code of Conduct (CoC), their relevance to their area of work, and that concerns are reported and managed in accordance with the appropriate procedures.

KEY RELATIONSHIPS

Internal

- Plan AULO
- Regional Office (MEESA & WARO)
- National Offices (primarily SNO but others as needed)
- Country Offices
- Liaison Offices
- IH

External

- Project partners
- Relevant AU bodies, partners and other continental and sub-continental bodies
- Continental and sub-continental CSO networks and forums
- Child Focused Agencies (CFAs) based in Addis

TECHNICAL EXPERTISE, SKILLS AND KNOWLEDGE

Skills Specific to the Post

- Good understanding of the African Union system and related human rights mechanisms;
- Good understanding of developmental issues at the continental level.
- Experience in developing and implementing communications strategies.
- Knowledge in digital communication and social media.
- People skills – able to interact, negotiate, influence, network, advocate and facilitate.
- Writing skills – able to write press releases, speeches and presentations.

- Event management skills.
- Ability to speak more than AU language (particularly French) will be an added advantage
- Strong understanding of gender equality, child rights and climate change issues, including international frameworks and agreements;
- Excellent project management skills, with experience managing budgets and reporting, including desired experience in capturing progress toward policy change via Outcome Harvesting or outcome mapping or similar methodologies;
- Strong analytical, communication, and interpersonal skills:
- Experience developing and coordination social media

Desirable

- Advanced degree in a relevant field (e.g. Law, Communications, child rights, environmental policy, gender studies, international development);
- At least five years of experience in policy advocacy, communications, project management and team leadership;
- Strong background in project management, policy analysis, and advocacy, with a deep understanding of gender equality issues, especially girl's rights;
- Fluency in English (additional language such as French an asset)

PLAN INTERNATIONAL'S VALUES IN PRACTICE

We are open and accountable

1. Promotes a culture of openness and transparency, including with sponsors and donors.
2. Holds self and others accountable to achieve the highest standards of integrity.
3. Consistent and fair in the treatment of people.
4. Open about mistakes and keen to learn from them.
5. Accountable for ensuring we are a safe organisation for all children, girls & young people

We strive for lasting impact

1. Articulates a clear purpose for staff and sets high expectations.
2. Creates a climate of continuous improvement, open to challenge and new ideas.
3. Focuses resources to drive change and maximise long-term impact, responsive to changed priorities or crises.
4. Evidence-based and evaluates effectiveness.

We work well together

1. Seeks constructive outcomes, listens to others, willing to compromise when appropriate.
2. Builds constructive relationships across Plan International to support our shared goals.
3. Develops trusting and 'win-win' relationships with funders, partners and communities.
4. Engages and works well with others outside the organization to build a better world for girls and all children.

We are inclusive and empowering

1. We empower our staff to give their best and develop their potential
2. We respect all people, appreciate differences and challenge equality in our programs and our workplace
3. We support children, girls and young people to increase their confidence and to change their own lives.

PHYSICAL ENVIRONMENT

Typical office environment

LEVEL OF CONTACT WITH CHILDREN

No contact or very low frequency of interaction

HOW TO APPLY

Interested and qualified candidates shall submit their motivation letter along with their recent CV on Ethio Jobs website

Note:-

- Only shortlisted candidates will be contacted.
- Potential candidates will be required to declare any potential points for conflict of interest e.g. a relative working for Plan etc, as well as sign on to the Plan International Safeguarding Policy and other relevant policies.
- Qualified female candidates are highly encouraged to apply.

Closing date: *March 17th, 2026 at 6:00 p.m. (EAT)*