



TOFO BOARD-RIDERS
ASSOCIATION OF MOZAMBIQUE
TOBAM

Terms of Reference for the position of Communications Director of the Tofo BoardRiders Association of Mozambique

Introduction

TOBAM is recruiting qualified personnel to fill all Executive Team positions to develop the organisation and implement its Strategy 2023-2025. While TOBAM aims to develop a professional Executive Team, all positions will be voluntary and unpaid until sufficient funding is secured. Nonetheless, TOBAM expects Executive Team members to perform their roles in a professional manner.

Working under the guidance of TOBAM's Executive Director, the Communications Director develops the marketing and social media strategy, and M&E and reporting systems and is accountable for their implementation and the results achieved.

The Communications Director maintains regular and transparent communication with the Executive Director and the Program team, and one other colleague in the Operations team, namely the Operations Director. She/he has the responsibility of exemplifying values of high ethical standards, integrity, and fairness. She/he must act in the best interests of TOBAM in all contexts and request prior approval to represent TOBAM in any external interactions and communications.

Position duration: 12 months with an initial 3-month probationary period.

Reports to: Executive Director of TOBAM.

Max. time commitment: up to 12 hours a week – can be revised in discussion with the Executive Director.

Responsibilities:

1. Research, design and implement TOBAM's marketing and social media strategy.
2. Research, design and implement TOBAM's M&E and reporting systems.
3. Prepare internal reports on the performance of marketing and social media initiatives.
4. Prepare internal reports on the performance of Program activities.
5. Prepare content for external communications, marketing, and social media.
6. Prepare M&E reports for donors and partners.
7. Assist Program team members develop performance benchmarks, indicators and data collection.
8. Collaborate closely with all members of TOBAM's Operations and Programs teams.
9. Assist mobilise funding to implement TOBAM's strategy.
10. Assist build and manage relationships with community members and strategic partners.
11. Represent TOBAM on issues or events agreed on a case-by-case basis with the Executive Director.

Knowledge & Experience:

1. Senior communications and/ or M&E roles in development organisations or private sector.
2. Developing M&E and/or communications systems and organisational capacity.
3. Working in multi-cultural teams from diverse communities.
4. Substantive knowledge and experience in M&E and communications as well as one or more of the following areas: youth, sport for development, surfing, governance, education, entrepreneurship, industry.

Competencies/ skills:

1. Strong contextual analysis, report writing and presentation skills.
2. Strong story-telling and social media influencing skills.
3. Ability to make difficult decisions, managing communications and stakeholder interests.
4. Facilitative, diplomatic approach for effective project delivery with and through partner organizations.
5. Good listener, capable of navigating social and environmental trends and pressures.
6. Collaborative, mediator with a strong capacity to translate multiple views into long-term results.
7. Ability to engage and operate effectively in a complex political and social context.
8. Ability to provide expert input on communication and M&E content for resource mobilization.
9. Fluency in English (written and spoken), Portuguese (written and spoken), digital media, Word, Excel and PowerPoint.