



**SOS CHILDREN'S
VILLAGES**

VACANCY: BRAND AND COMMUNICATION COORDINATOR

AN OVERVIEW

Established in 1949, SOS Children's Villages is a dynamic social development international organization working globally to meet the needs and protect the interest and rights of orphaned and vulnerable children. In Nigeria, SOS Children's Villages was established in 1973 after the civil war as an affiliate of SOS Children's Villages International which is a federation of 135 SOS Children's Villages Associations world-wide. We build families for neglected, abandoned or orphaned children, we help them shape their own futures and we share in the development of their communities. In fulfilment of our expansion project, we urgently require skilled individuals to fill the following vacancies.

The eligible candidate is required to possess the under listed skills in addition to role specific requirements.

- Understanding the NGO/INGO sector is preferred.
- Excellent understanding of children's rights and child protection issues.
- Awareness and basic understanding of issues affecting orphans & vulnerable children, such as the causes of vulnerability (e.g. HIV & AIDS, gender discrimination, poverty, etc.), local and national responses, etc.
- Excellent command of written and spoken English – other languages, an asset.
- Strong analytical and reporting skills, including ability to identify problems and possible solutions, and ability to clearly reflect these in a report.
- Good communication skills and People development skills, including facilitation, coaching and mentoring skills, to build the capacities of co-workers from partner organizations; as well as of children and their care-givers, and other community members.
- Collaboration skills, being driven to work with others and able to build strong working relationships with community members and groups.
- Fluent in at least one of the local languages spoken in the Programme's target communities.
- Ability and willingness to travel as required within and between project/programme locations.
- Ability to work successfully in a cross-cultural, team-based environment.
- Strong use of MS Office Word, Excel and PowerPoint, Office 365.



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VILLAGES**

POSITION SUMMARY, KEY PERFORMANCE AREAS AND MAIN RESPONSIBILITIES

We are seeking a highly motivated and organized Brand and Communication Coordinator to join our team. The Brand and Communication Coordinator drives the process of SOS Children's Villages Nigeria (SOS CVN) brand strengthening. S/he will work in a team and under the supervision of the Head of Brand and Communication. S/he will ensure that the National Association has clear and measurable goals for brand development and communication in line with the national/regional strategic plan. S/he will tremendously increase the visibility of the SOS CV brand in Nigeria by building, continuously improving, maintaining efficient internal and external information and communication network as well as responsible for performing a variety of design, layout and video editing assignments, ensuring high quality and accuracy of work.

Key Responsibilities include the following;

- Corporate Branding:
- Managing SOS CVN's visual brand and messaging.
- Create design, layout products and publications such as reports, brochures, factsheets and infographics in InDesign, Photoshop, PowerPoint, and Illustrator adhering to the SOS CVN brand guidelines.
- Working with relevant teams to assess needs, set goals, develop strategies and execute tactics.
- Planning and implementing coordinated campaigns that achieve results on time and within budget.
- Produce high-quality video content that tells powerful stories about SOS CVN impact on internal and external audience across various platforms.
- Developing and implementing an editorial and blueprint calendar.
- Planning and creating messaging to support programs and partnership development and management.
- Collaborate with the Head of Brands and Communications to refine designs and implement feedback swiftly and effectively.
- Pitching story ideas and securing coverage in regional, national, international and industry media.
- Coordinating the organization's presence at conferences and industry events; develop related presentations and collateral materials.
- Producing reports summarizing performance and impact for external and internal audience.
- Identifying and cultivating strategic partnerships to expand the SOS CVN brand.
- Coordinating media involvement in the activities of SOS CVN including press releases and coverage/airing of events in the media. Website and Intranet:
- Manage online content, including the organization's website, social media and third-party website listings.
- Ensure all publications on the intranet and website meet SOS CVN's brand guidelines.



**SOS CHILDREN'S
VILLAGES**

- Develop and implement an online content calendar.
- Design and production of SOS CVN's publicity and marketing materials.
- Work with relevant co-workers to produce articles, features, newsletters and news for publication in the media
- Adapt video products into different languages using translations provided by the organization, ensuring accessibility for diverse audiences.
- Pursue a consistent message and representation about the organization and its mission and activities.
- Position SOS CVN as a strong partner with potential and existing donors/supporters based on the organization's roots, vision, mission and values.
- Support a fundraising team with expertise in external communications and adaptation of content for all channels, online and offline.
- Identify key media platforms and key journalists and foster the relationship with them to proactively position the organization's topics and messages in the national news agenda.
- Manage the timely delivery of final artworks, video files, and other creative products, maintaining compatibility with Adobe Creative Suite.
- Maintain on-going brand integrity via consistent application of the brand guidelines.
- Support the planning and execution of National events for the organization
- On-going content management of website and social media. Dealing with Problems:
- This position is critical and strategic, dealing with diverse demands and pressure from different parts of the organization: Member Associations [MA], Program locations, Regional Office and International Office as well as key stakeholders and partners.
- The ability to prioritize and maintain focus while still demonstrating high levels of customer orientation is thus key for this position.
- Other responsibilities as fit the role.
- **Data Confidentiality:** Understanding data confidentiality principles is compulsory, as the project will rely on them for having accurate and updated data. Treat donor information gathered confidential and secure.
- **Safeguarding Policy:** To ensure that all tasks are in compliance with the Safeguarding Policy Implementation in the Organization.

QUALIFICATIONS, EXPERIENCE AND SKILLS

The ideal candidate should have the following qualifications;

1. BSc. in Public Relations, Journalism, Communication, Marketing, or any other related field of study.
2. Minimum of 5 years of experience in Brand management, Corporate communication, Media, Advocacy or public relations.
3. Minimum of 5 years in Graphics design, cinematography and photography especially for INGO's



4. Proficiency in editing tools such as ink design, Adobe Suite, Photoshop, corel draw
5. MBA/M.Sc. in a relevant field is an added advantage.
6. Professional qualifications in branding, marketing, or communications (e.g., CIM, CIPR, NIPR or equivalent).
7. Proficiency in digital marketing tools, including social media platforms, SEO, and content management systems.
8. Strong copywriting and editing skills for various communication channels.
9. Ability to develop and execute brand strategies and campaigns.
10. Experience in media relations, press releases, and stakeholder engagement.
11. Analytical skills for interpreting campaign performance data and market trends.
12. Data Confidentiality: Understanding data confidentiality principles is compulsory.
13. Safeguarding Policy: The Head, Internal Audit and Compliance ensures that all tasks are in compliance with the Safeguarding Policy Implementation in the Organization.

Other qualities include.

- A creative thinker with a strong portfolio showcasing expertise in graphic design and video editing.
- Good use of Microsoft Office 365.
- Conversant with Local, State and Federal employment guidelines:
- High Energy, Calm disposition, Friendly and Supportive High Integrity, quality Standards and Customer Service Coefficient
- Collaboration skills to work effectively with cross-functional teams.
- Excellent attention to detail and the ability to produce visually consistent materials aligned with branding guidelines.
- Thorough, detailed, diligent, passionate, proactive personnel.
- Efficient, effective, productive and dynamic.
- Can create ideas and bring out quality, high level results
- Ability to meet deadlines and manage multiple projects in a fast-paced environment.
- Enthusiasm for SOSCVN's mission and values.

Key Competences

- Leadership and decision-Making
- Strategic Planning and Execution
- Cultural Awareness and Sensitivity
- Problem-Solving and Conflict Resolution
- Teamwork and Collaboration



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VILLAGES**

Application Details

Interested candidates should submit their CV and a cover letter outlining their relevant experience and motivation for applying.

SOS Children's Villages is committed to creating and maintaining a caring and protective environment, which promotes its core values, and prevents and addresses all forms of abuse and exploitation. We strongly condemn all forms of child abuse and exploitation, be it within or outside of our organization, and always respond to any case of proven, alleged or attempted abuse within our sphere of influence according to its nature.

SOS Children's Villages is committed to creating and maintaining a safe working environment for our staff, the children and young people and the communities that we work for. The organization prohibits harassment, exploitation and abuses by or of any employee, supervisor, manager, child, young people, community, contractor, applicant, or other individual with whom SOS Children's Villages employees come into contact by virtue of their work. All employees are expected to carry out their duties in accordance with our prevention and protection against Sexual Harassment, Exploitation and Abuse policy.

In addition, SOS Children's Villages apply a zero-tolerance concerning any fraud situation. The organization does not charge a fee at any stage of the recruitment process.

All successful candidates will be required to undergo background checks.