

Job Description

Communication Specialist for Ghana's National Plastic Action Partnership (NPAP)

The Secretariat of Ghana's National Plastic Action Partnership (NPAP), supported by the Impact Hub Accra as the Operational Partner, is looking for a Communication Specialist to lead communication efforts in support of the implementation of NPAP's National Plastic Action Roadmap, which will be published by May 2021.

About the Ghana National Plastic Action Partnership

Ghana has been identified as the first African Regional Partner to the GPAP based on the bold initiatives that the country has taken to tackle the menace of plastic pollution. The Partnership has created Ghana's National Plastic Action Partnership (NPAP) to support the development of a circular economy framework as the primary vehicle for reducing plastic waste and plastic pollution in Ghana. In that regard, the Ghana NPAP will act as the national platform for multi-stakeholder cooperation, facilitating initiatives and funding to scale and accelerate in-country partnerships that address plastic waste and pollution, while contributing to the nation's progress towards achieving many of the UN Sustainable Development Goals.

About the Global Plastic Action Partnership

The World Economic Forum's Platform for Shaping the Future of Global Public Goods addresses four challenge areas: environment and natural resource scarcity, circular economy and global value chains, food systems, and international development. By curating networks and issues with intention, the Platform seeks to bring together partners that can drive meaningful change.

Within the circular economy pillar, the Global Plastic Action Partnership (GPAP) was forged as a much-needed platform to bring together public, private and civil society actors in the monumental task of addressing global plastic waste and pollution. Recognizing the urgency to catalyse concerted solutions, the platform was launched in September 2018 with the overarching goal to translate political commitment to address plastic pollution into tangible strategies and investible actions plans. GPAP focuses on three strategic pillars: convening and curating stakeholder communities, generating new insights and action roadmaps, and matching high potential solutions with financial resources. GPAP has the ambitious vision to provide tailored support to tackle plastic waste and pollution to 25 countries by 2025.

Duties and responsibilities

The NPAP Communication Specialist is expected to collaborate with the NPAP Manager to drive communication activities of the Ghana National Plastic Action Partnership (NPAP) towards the following outcomes:

- Strong visual and branded identity coherent with GPAP global communications strategy and appropriately adapted to the Ghanaian context
- Vibrant online presence across key (social) media platforms relevant to plastics action, sustainable development, innovation, gender equality appropriate for various local, national, regional and international audiences
- Database of member institutions and their key representatives
- Widely circulated monthly newsletter curating plastic action across Ghana that serves as a primary source of information for the Ghana plastic action community
- Active engagement from private sector and non-governmental players to build a wider NPAP community that supports the Ghana National Plastic Action Roadmap and collaborates to implement the identified priority actions.

- Identification of opportunities to accelerate action for a new plastic circular economy.
- Coordination with NPAP action groups (such as Sub-committees) and supporting to raise visibility.

The Communication Specialist roles and responsibilities include:

- a. Build and disseminate a country-specific communication strategy. This includes maintaining relevant social media channels and regular newsletters for the NPAP community
- b. Maintain updated key communication and marketing materials (e.g. NPAP brochure, factsheet and FAQs) needed for NPAP initiatives
- c. Coordinate closely with communications and public engagement counterparts at the GPAP and the World Economic Forum to highlight national updates to the global plastic action community
- d. Support NPAP Manager and Project Lead in preparing documents and reports, such as Task Force and Steering Board meeting materials, including powerpoint presentations and videos.
- e. Supports the outreach and engagement of NPAP community members
Curation of national, regional and international events and opportunities (e.g. call for proposals job listing, etc) that would be relevant for the Ghana plastic action community
- f. Liaise with NPAP Secretariat members to identify communication needs across various workstream, ensuring consistency of messaging and branding
- g. Development and maintenance of key communication materials such as talking points, PowerPoint presentations, flyers, briefs, social media posts, cards and videos to be readily shared.
- h. Engage with NPAP partners and affiliate members to identify news-worthy stories to be shared across national and global platforms
- i. Draft reports, whitepapers, press releases, articles, and interview scripts / talking points etc for NPAP Managers, Steering Board members and GPAP Secretariat, as needed
- j. Support third-party consultants to conform deliverables to NPAP brand identity
- k. Curate the Ghana NPAP spaces on the GPAP Digital Collaboration Platform, coordinating the input or partners' initiatives in the GPAP Initiative Map, and coordinating the input of regional activities in the GPAP Annual Report.
- l. Contribute to the design and execution of the proposed annual meeting of GPAP in collaboration with the GPAP Secretariat.
- m. Contribute to the design and execution of an event to officially launch the Ghana Action Roadmap in May 2021 (including a press conference with the Minister of Environment, Science, Technology and Innovation and other awareness campaigns).

National Coordination Governance

- In performing the duties of Communication Specialist, the employee of the organisation will seek the guidance of the NPAP Manager and GPAP communication specialist and others as recommended by the GPAP Secretariat.
- On an operational basis the Communication Specialist liaises with the NPAP Manager to ensure performance and timeliness across the NPAP workplan and maintain accountability and strong report with all national and international partners.
- The Communication Specialist is expected to comply with all Impact Hub and GPAP Policies

Skills and qualifications:

- Legally able to work in Ghana
- Minimum 5 years of experience developing and delivering communication content
- Hold a Bachelor's degree in communication, public relations, graphic design, media, journalism, or other related major
- Demonstrated ability to work across the public, private and civil society sectors
- Track-record developing communications campaigns in Ghana and meaningfully engaging broad and diverse audiences on topics pertinent to national development
- Strong organizational skills, ability to self-manage and multi-task across projects, prioritizing as necessary
- Advanced skills of Microsoft Office, Internet, virtual meeting tools, and graphic design / video editing software
- Excellent story telling
- Excellent oral, written, and visual communication skill
- Excellent English both verbal and written
- Fluency (written and spoken) in multiple local languages is a plus (e.g. Akan, Twi, Ewe, Fante, Ga, among others)
- Strong professional network in Ghana within the sustainable development sector considered a competitive advantage
- Strong social media presence across influential and high-traffic platforms nationally, regionally and internationally is considered a competitive advantage
- Experience working in sustainable development with experience in plastics pollution, innovation or gender issues considered a competitive advantage