

**UGANDA PRIVATE MIDWIVES ASSOCIATION (UPMA)**  
**Plot 545, off Buttikiro road, Mengo, Kisingiri Zone**  
Email: [admin@upmauganda.org](mailto:admin@upmauganda.org)

**POSITION DESCRIPTION – COMMUNICATIONS OFFICER (VOLUNTEER)**

**JOB TITLE** : Communications officer

**REPORTS TO** : The Secretary

**STATEMENT OF PURPOSE**

The communications officer is a key function responsible for maintaining positive relationships between UPMA and its clients as well as the public using various communication channels as may be deemed appropriate. The key areas of responsibility will be but not limited to: Strategic Communications, Marketing Communications, Digital Strategy, Digital Asset Database, E-mail Marketing, Digital Fundraising, Social Media, On-line Presence, Media Appeals, Brand Management, and External/Off the line Media Presence.

This is a volunteer role to the Uganda Private Midwives Association. It is a 12 months-contract with a monthly volunteer living allowance of intended to cover basic needs and utilities.

**DUTIES/FUNCTIONS**

- To support implementation of specific elements of excellent strategic communications strategy.
- Support the management of strategic communications conferences and exhibitions attended by UPMA representatives – including setting purposes and objectives, pre-planning, briefings, logistics, presentations, posters, exhibitions stands and collaterals, conference roles and responsibilities; metrics and data tracking and post conference evaluation and actions close outs.
- Support the design and delivery of strategic communications documentation and films.
- To support the implementation of excellent marketing communications strategy.
- Develop and execute an adequate and integral communication plan for internal and external communication.
- Own the liaison with our overseas project partners to ensure the delivery of UPMA communications and fundraising needs e.g. films, case studies, photos etc.
- Provide support to other staff for the development and brand compliance of function specific documentation (e.g. Individuals bi-annual newsletter, Digital and hard-copy appeals, Fundraising reports, etc.)
- Keep abreast of (and appropriately communicate to the team) information and developments relevant to our vision, strategy and objectives.
- Support our Strategic & Marketing Communications social media presence (e.g. Twitter, Facebook, and YouTube)
- Coordinate and facilitate ongoing internal and external PR and communication activities.
- Develop activities that lead to fund-raising and brand awareness.
- Investigate whether the current position and image of UPMA is well aligned with the target groups.
- Evaluate, create and/or update communication materials (internal/external, print and electronic): writing articles, brochures, flyers, website content etc.
- Any other duties as deemed necessary.

**QUALIFICATION AND SKILLS**

- A Bachelors' Degree in Communication or related field
- Relevant experience in an international and inter-cultural context
- Relevant experience in strategy or business development
- Editorial experience
- Excellent computer skills and understanding of database management and online research tools
- Inspiring and outgoing personality
- Able to deal with a diversity of people and able to build bridges
- Able to recognize and seize opportunities
- High level of English (written and spoken)

**This job description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organizational needs.**

**HOW TO APPLY:**

Please send your cover letter and CV to [admin@upmauganda.org](mailto:admin@upmauganda.org) outlining your experience, interest in the placement and availability.