



**STRAIGHT TALK FOUNDATION  
ROLE PROFILE**

<b>Manager, Mass Media</b>	
<b>TEAM:</b> Mass Media	<b>DUTY STATION/LOCATION:</b> Kampala
<p><b>ROLE PURPOSE:</b> As a member of the Management Team, the Manager, Mass Media supports the Head of Programs in the planning, management, compliance, implementation, reporting, budgeting, staff management, mentorship and development of the Mass Media team. This position will therefore have oversight operations management of the design and delivery of mass media messages in both Radio and the Print sections. The Job Holder may also be delegated specific roles and responsibilities from time to time by the Head of Programs as may be deemed necessary.</p>	
<p><b>KEY AREAS OF ACCOUNTABILITY:</b> <b>As a member of the Management Team, contribute to:</b></p> <ul style="list-style-type: none"> <li>• Support the development of an organisational culture that reflects STF's full spectrum mandate &amp; values, accountability &amp; high performance, encourages a team culture to deliver outstanding results for the Youths and excellent external engagements &amp; relationships with STF donors.</li> <li>• Establish, maintain, and improve active and regular working relationships with government authorities, donors, partner agencies including major institutional donors, and local and international NGOs.</li> <li>• Ensure programs are implemented in ways responsive to the communities and the Youths in line with STF principles, values and strategic plan.</li> </ul> <p><b>Mass Media Planning, Management and Implementation</b></p> <ul style="list-style-type: none"> <li>• Lead the process of identifying themes for various media.</li> <li>• Review STF publications, scripts and recordings so as to ensure quality message design.</li> <li>• Ensure functionality and effective maintenance of mass media equipment.</li> <li>• Follow up on actual delivery of mass media messages.</li> <li>• Provide guidance on selection of media houses.</li> <li>• Support the preparation and tracking of the Mass Media related projects' annual plans for submission to the donors.</li> <li>• Support the preparation and review of proposals for new opportunities, linking with the field teams on specific support input required.</li> <li>• Ensure that responsibilities for the delivery of the Mass Media related projects are clear to the Mass Media team and the team members are held accountable on performance.</li> <li>• Provide oversight support to the Mass Media teams and follow up with Centre Coordinators/ Project Coordinators on development, implementation and review of Phase Budgets on a monthly/quarterly/annual basis.</li> <li>• Support the evaluation process and dissemination of findings by Mass Media team to key stakeholders.</li> <li>• Support the management of Mass Media related projects in line with Award agreements, approved budgets and awards annual plans.</li> <li>• Work with government, civil society and partners to strengthen the capacity of Mass Media projects delivery.</li> <li>• Provide oversight support in liaison with Finance Team, Field teams and other technical people on report development/ preparation process within the reporting preparation deadlines.</li> <li>• Work with teams from Programs, Finance and Resource Mobilisation to ensure the preparation of timely and high quality progress reports, program reports, and donor reports are submitted on time.</li> </ul> <p><b>Quality and Compliance</b></p> <ul style="list-style-type: none"> <li>• Follow up on implementation and responses of the recommendations from the Internal Auditor's</li> </ul>	



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recommendations.

- Follow up the implementation of action issues raised from various field visits.
- Track and follow up with Mass Media teams on the implementation of periodic M&E recommendations and reports.
- Follow up on the implementation of management actions arising from reflection and learning events.
- Ensure that Mass Media staff and STF Associates/representatives are aware of and adhere to the STF program implementation Policies and procedures.

**Budget Management**

- Provide oversight support in Budget management within the approved budgets.
- Follow up on a monthly basis with other Mass Media team members and Head of Finance & Administration on Budget Variance Analysis (BvA) and initiate corrective actions.
- Liaise and follow up with Finance and field teams on implementation of BvA explanations and those corrective actions are implemented timely.

**Staff Management, Mentorship, and Development**

- Support the Mass Media team in clarifying roles and responsibilities of staff.
- Support Mass Media staff recruitment processes.
- Support Mass Media staff capacity development through mentoring and coaching.
- Promote Mass Media staff motivation, recognition and rewards for outstanding performance.
- Continuous documentation of performance, and support staff with appropriate performance improvements/work plans.

**Staff directly reporting to this post:** Radio Journalists, Print Journalists, Graphic Designer and Advocacy Officer.

**SKILLS AND BEHAVIORS (our Values in Practice)**

**Excellence:**

- Holds team spirit and able to work with and deliver as a team. Planning and decisions are taken as team leading to efficient implementation of programme activities. Sets ambitious and challenging goals for themselves (and fellow team members implementing programming in their thematic area), takes responsibility for their own personal development and encourages team to do the same.

**Teamwork:**

- Holds the team and partners accountable to deliver relevant data and information and – providing the support to improve performance.
- Approachable, good listener, easy to talk to.
- Honest, encourages openness and transparency.

**Sustainable Development:**

- Supporting STF program initiatives at the strategic level and helps stakeholders own the implementation of the same. Develops and encourages new and innovative undertakings working effectively with others through building and maintaining effective relationships with colleagues, and external partners and beneficiaries.

**Young People Centered:**



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- Maintaining high degree of confidentiality.
- Applying technical and professional expertise to advocate for young people and the youth.

### **Gender Sensitivity:**

- Respecting diversity.

### **Occasional duties:**

The incumbent will take on occasional additional duties as assigned by his/her line manager as and when deemed necessary.

### **Judgment and Decision-Making:**

Holds self accountable for making decisions, managing resources efficiently, achieving and role modelling STF values. Holds the team and partners accountable to deliver on their responsibilities - giving them the freedom to deliver in the best way they see fit, providing the necessary development to improve performance and applying appropriate consequences when results are not achieved.

### **Academic background, experience and person specifications:**

- Bachelors' Degree or higher in any relevant field, preferably Mass Communication. A Post Graduate training in Project Management, Mass Communication or Journalism will be an added advantage with a Master's degree in any relevant field.
- At least 7 years progressive experience in programme implementation with at least 5 of those years in a middle management position in an NGO.
- **Knowledge of;**
  - ✓ Mass media communication approaches, tools, techniques and technology.
  - ✓ Principles of message design in different media settings.
  - ✓ Radio programming processes and tools.
  - ✓ Processes for script writing and recording.
  - ✓ Processes for development communication.
  - ✓ Contemporary issues in community development.
- **Ability to;**
  - ✓ Utilize different mass media communication approaches, tools, techniques and technology
  - ✓ Design communication messages for different media settings
  - ✓ Utilize radio programming processes and tools.
- Familiarity with SRHR issues in the NGO world or work with a thorough knowledge of the quality programme development and the Child Protection Code of Conduct.
- Strong financial, planning and budget management skills and experience.
- Strategic management skills.
- Computer literacy and excellent documentation skills are a **MUST**.
- Highly developed cultural awareness and ability to work well with people from diverse backgrounds and cultures.
- Ability to intervene with crisis management or troubleshooting as necessary.
- Highly developed interpersonal and communication skills including influencing, negotiation and coaching



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- Excellent time management and planning capacity.

### Contacts:

#### Internal contacts:

- Head of Programs – Frequent contact
- Centre Coordinators, Field Finance & Administration Officers, Administration, Logistics – Frequent contact
- Project Officers – Regular contact.
- Other STF staff – Occasional contact.

#### External contacts

- Media houses – Frequent contact.
- Printers and publishers – Frequent contact.
- Other NGOs, CBOs - regular contact.
- UN agencies (UNICEF, UNFPA etc) – regular contact.
- Programme donors and partners – occasional contact.
- Partner auditors – occasional contact
- Other government officials and agencies – regular contact

### SIGNATURES

Name of jobholder:	Signature:	Date:
Name of Line Manager: <b>David Talima</b>	Signature:	Date:

Date of issue: January, 2018

Author: HR & Administration Manager