



Candidate Brief

Communication Specialist
(West Africa Centre)
CABI Accra

March 2016



CABI BACKGROUND

CABI (www.cabi.org) is a not-for-profit development-led organization supported by a solid scientific research base and a world class publishing service. Our mission is to improve people's lives worldwide by providing information and applying scientific expertise to solve problems in agriculture and the environment. Our work increases food security and protects biodiversity.

We have over 500 staff based in 16 countries. We have offices in Brazil, China, Ghana, India, Kenya, Malaysia, Pakistan, Switzerland, Trinidad & Tobago, the UK and the USA.

CABI is an intergovernmental organization that can trace its origins back to 1910. Our mission and direction are influenced by government representatives from our 48 member countries who help guide the activities we undertake. These include scientific publishing, development projects and research, and microbial services. We are also leading a major new initiative, Plantwise, which aims to improve food security and the lives of the rural poor by reducing crop losses.

CABI's Knowledge Business

We produce key scientific publications for the global research community, including CAB Abstracts, the world-leading database covering agriculture and environment, and Global Health - the definitive bibliographic database for public health information. We also publish multimedia compendia, books, eBooks and full text electronic resources aiming to further science and its application to real life. Our Knowledge Business also supports our international development mission with the creation of innovative information solutions and appropriate technologies to transfer knowledge to farmers and extension workers. Behind each of our products is a team of subject specialists committed to delivering the most relevant and authoritative information to users worldwide.

Development projects and research

Our staff research and find solutions to agricultural and environmental problems. We use science, information and communication tools to help solve issues of global concern. Our work is arranged around four core themes:

- **Commodities** – we work to enable smallholder commodity farmers to compete in global markets. We diagnose and control plant pests and diseases, and help farmers get a better price for their crops. We work on crops such as coffee, cocoa, wheat, rice and cotton.
- **Invasive species** – we are helping to reduce the spread and impact of invasive weeds such as Japanese Knotweed, water hyacinth and insects such as coffee berry borer and cocoa pod borer. We also advise countries at a policy level about agriculture, trade and the environment.
- **Knowledge for development** – we work with farmers, extension workers, researchers and governments to deliver agricultural knowledge and develop communication strategies and systems.

Microbial services

We manage one of the world's largest genetic resource collections, the UK's National Collection of Fungus Cultures. We conduct microbiological identifications, provide cultures for sale, and offer preservation and consultancy services. We are also screening our collection, looking for natural products such as antibiotics, vitamins and enzymes.

Plantwise

Plantwise is a global programme, led by CABI, to increase food security and improve rural livelihoods by reducing crop losses. Sustainable networks of local plant clinics provide farmers with practical plant health advice, reinforced by the Plantwise Knowledge Bank, an online gateway to plant health information. Working in close partnership with relevant actors, Plantwise strengthens national plant health systems from within, enabling countries to provide farmers with the knowledge they need to lose less and feed more. www.plantwise.org



THE ROLE

Job title:	Communication Specialist, CABI West Africa Centre, Ghana
Salary range:	Negotiable but commensurate with Skills, Abilities and Experience
Grade:	HAY Band 4 (3 years Initial contract with possible extension)
Reporting to:	Regional Coordinator, Ghana with dotted lines to Senior Communications manager, Africa and Global Director, Marketing and Communications, CABI HQ
Direct reports:	None
Key peer group:	Corporate Communication Officers, Plantwise CABI Country Coordinators, SPS Manager
Location:	CABI West Africa Centre, Ghana, CSIR Campus

Purpose of the role

The incumbent is to collect relevant content from on-going and just ended projects and format them into different information and communication materials for a host of audiences including farmers; extension staff; students; agro-input dealers; scientists and policy makers.

Under the supervision of the Communications Manager of CABI, s(he) will work with partners in the National Agricultural and Extension Systems (NARES) of West African States to identify information needs of different stakeholders and produce relevant communication material in appropriate formats for them.

Key Accountabilities

- To plan, write, synthesise, edit and proof high quality communication materials, appropriate for target audiences (taking into consideration, language, education, literacy levels, location, gender, age, faith etc.)
- To work with programmes'/projects' M&E specialists, sub-grantees and partners to test the efficacy and appropriateness of the materials developed by getting feedback on them and incorporating revision where necessary. This will involve field visits and travels.
- To develop and manage relationships with programmes'/projects' partners and other development partners in order to keep them informed about CABI and produce materials in collaboration with them.
- To contribute to the preparation of corporate reports of the organisation.
- To contribute to proposal writing in response to calls on EOIs
- To work directly with in-country service providers and development initiatives to offer communication expertise to help them produce the best materials for a range of audiences including farmers; extension staff; trainers, students; agribusinesses; scientists and policy makers amongst others.



CANDIDATE PROFILE

Knowledge, Skills & Experience	REQUIRED	DESIRABLE
	<ul style="list-style-type: none"> • Excellent spoken and Written skills in English • Strong organisational and analytical skills • Proven experience in writing and editing technical and official documents • Excellent interpersonal skills; ability to develop and maintain constructive and cooperative working relationships. • Strong Network among stakeholders of the Agricultural Development system of Ghana (and beyond) • Proven skills in administration/project management in cross-cultural environment • Good working knowledge of standard internet applications and the ability to learn and keep up to date with advancing information technologies • Good working knowledge of MS office packages 	<ul style="list-style-type: none"> • Similar in French or Portuguese would be an advantage
Education & Qualifications	REQUIRED	DESIRABLE
	<ul style="list-style-type: none"> • Masters' Degree in Development Communications; Agricultural Extension, Journalism; Mass Communication; Public Relations or related area 	<ul style="list-style-type: none"> •
Personality Characteristics	REQUIRED	DESIRABLE
	<ul style="list-style-type: none"> • Self-starter, capable of working with minimal supervision • Meticulous with good attention to detail • Intuitive • Highly adaptive to differing needs of the business • Positive attitude; resilient 	<ul style="list-style-type: none"> •

NOTE

This job description is not intended to be exhaustive. It is expected that the post holder and CABI will adopt a flexible attitude and accept that the duties may have to be varied according to circumstances, in particular changing corporate requirements and individual development needs.



EQUAL OPPORTUNITIES

CABI is an equal opportunities employer and welcomes applications from candidates irrespective of age, gender, race, colour, nationality, ethnic or national origin, disability, religion, sexual orientation or marital status. No applicant will be disadvantaged by conditions which cannot be shown to be justified and selection will be based on merit.

By taking the [CABI Equal Opportunities Survey](#) you will be helping us to follow best practice recommendations that employers should monitor selection decisions to assess whether equality of opportunity is being achieved. Please follow the link to take the survey.

(If the link does not work please cut and paste the following URL into your web browser http://www.surveymonkey.com/s/CABI_Equal_Opportunities_Survey)

The information in the survey will be treated as confidential and used for statistical purposes only, forming no part of the selection process. This information will be received separately from your application.

HOW TO APPLY

To apply please send the following to recruitment@cabi.org quoting job reference **02/2016** and stating where you saw this post advertised;

- 1) a detailed covering letter describing how you meet the candidate profile, and to include details of your current remuneration;
- 2) a full Curriculum Vitae
- 3) the names and contact details of three referees, one of whom must be your current or most recent employer – referees will not be contacted without your prior permission.

Please note closing date for receipt of applications is 5pm GMT Friday 22 April 2016

