

JOB DESCRIPTION – SENIOR COMMUNICATIONS AND ADVOCACY OFFICER

JOB TITLE: Senior Communications and Advocacy Officer

LOCATION: Lagos, Nigeria

REPORTING TO: Executive Director

SECONDARY SUPERVISOR: Director of Programmes I & II

Gross Salary: #1,031,886

Location: Lagos, Nigeria (Hybrid)

Application Deadline: 5th March, 2026

ABOUT TIERS:

The Initiative for Equal Rights (TIERS) is a nonprofit human rights organization committed to creating societies where human rights are guaranteed regardless of identity or status.

Guided by feminist principles and democratic values, our main aim is to protect, uphold, and promote the rights and humanity of sexual and gender minorities, women, PLHIV and intersecting marginalized groups.

Our work spans across Nigeria and some parts of Africa through narrative change and advocacy, health service provision, human rights violation response and documentation, research and knowledge sharing, economic justice, and provision of safe platforms for convergence.

SUMMARY: The Senior Communications and Advocacy Officer of The Initiative for Equal Rights (TIERS) is responsible for Researching, creating, and curating multimedia content for TIERS' social media and digital platforms, including websites, newsletters, and blogs, developing an external communications strategy for the organisation and collaborating with other team members at all levels.

ESSENTIAL DUTIES AND RESPONSIBILITIES

(Other duties may be assigned)

Content Creation and Management:

- Managing and overseeing the creation of multimedia content for social media and other digital platforms owned by TIERS, including websites, newsletters, and blogs.
- Overseeing the development of advocacy materials, including press releases, scripts, reports, and blog posts.
- Supervising designs, write-ups, and posts on all TIERS' public platforms.

Media Planning and Strategy:

- Overseeing the development of strategic media plans and content calendars to guide TIERS' communications.
- Identifying, assessing, and informing TIERS of internal and external media-related issues that may affect the organization's performance.

Event Coordination and Representation:

- Coordinating the planning and execution of events, training workshops, and other programs organized by TIERs.
- Representing TIERs at events to enhance the organization's profile at the community level and partners' forum.

Partnerships and Collaborations:

- Research and identify platforms for strategic visibility, such as interviews, conferences, and media appearances, for TIERs' management.
- Identify collaborative opportunities with local and international media and organizations.

Internal Communication and Supervision:

- Supervising the development and distribution of internal memoranda.
- Coordinating and supervising the Advocacy and Communications team.
- Establishing and maintaining good working relationships and collaborative arrangements with staff members, community groups, funders, politicians, and other organizations to help achieve the goals of TIERs.
- Work with freelancers and contractors to produce high-quality video and audio communication materials.
- Attending to all other official duties assigned.

KEY PERFORMANCE INDICATORS (KPIs)

- Ensure effective management of all social media platforms and websites.
- Maintain and increase monthly engagement rate (Likes, comments, shares, click rates) on all social media platforms and the website.
- Ensure at least 2 monthly collaborative opportunities with local and international media and or organizations.
- Ensure a 100% training completion rate, and participation rate and measure participants' satisfaction for all Advocacy and Communications workshops.
- Maintain an 80% team performance and productivity rate.

These KPIs will be the yardstick for measuring your performance during your appraisal.

REQUIREMENTS

Education & Professional Background

- A minimum of a Bachelor's degree in Communications, Mass Communication, Journalism, Public Relations, Media Studies, Development Studies, or a related field.
- A postgraduate degree or professional certification in communications, digital marketing, advocacy, or development communication is an added advantage.

Experience

- At least 5 years progressive experience in communications, advocacy, media, or digital content management, preferably within a non-profit, civil society, development, or human rights organisation.
- Proven experience in:

Embrace Diversity, Stop Discrimination

12A Atiba Osbourne street, Mende Maryland

- Developing and implementing communications and advocacy strategies.
- Managing social media platforms, websites, newsletters, and blogs.
- Working with the media (press releases, interviews, features, campaigns).
- Coordinating campaigns, events, and public-facing programmes.
- Experience supervising staff, interns, consultants, or volunteers.

Technical & Professional Skills

- Excellent writing, editing, and storytelling skills for digital, print, and advocacy content.
- Strong understanding of social media management tools, analytics, and content scheduling.
- Ability to develop media plans, content calendars, and campaign strategies.
- Working knowledge of:
 - Digital marketing and online engagement strategies
 - Basic graphic design and content tools (e.g., Canva, Adobe, video editing tools, etc.)
- Ability to monitor, analyze, and report on engagement, reach, and campaign impact.
- knowledge about safety and security for communications

Advocacy & Values Alignment

- Strong commitment to human rights, social justice, and inclusion.
- Ability to work in sensitive environments and handle confidential information with professionalism.
- Demonstrated understanding of advocacy communication, public interest campaigns, and community engagement.

Personal Competencies

- Strong leadership, coordination, and interpersonal skills.
- Excellent time management and multitasking ability.
- Ability to work independently and collaboratively in a fast-paced environment.
- High level of professionalism, integrity, and accountability.
- Creative, proactive, and solution-oriented.