

Communication Fellow || Terms of Reference (ToR)

Position Title: Communications Fellow

Reporting To: Communications Manager

Duration: 6 months

Stipend: \$500

Engagement Type: Fellowship

1. Background

Pollicy Data Institute Limited is a feminist collective working at the intersection of data, technology, design, and storytelling to build just and inclusive digital futures across Africa. Through research, advocacy, digital storytelling, movement building, and community engagement, Pollicy works to amplify marginalized voices and influence more equitable digital ecosystems.

The Communications Fellow will support the organization's communication and storytelling efforts by contributing to content creation, digital engagement, campaign visibility, and audience engagement across Pollicy's platforms and initiatives.


2. Purpose of the Role

The Communications Fellow will support the day-to-day execution of communications activities while building practical experience in strategic communications, storytelling, digital engagement, and advocacy communications.

The role is suited for an emerging communications professional who is creative, curious, organized, and passionate about feminist, African, and digital justice narratives.

Pollicy Data Institute

Kampala Office:

 Plot 7, Kulubya Close, Bugolobi

 www.pollicy.org
 info@pollicy.org
 +256 708 310 397
+256 760 193 143

3. Key Responsibilities

Content Development & Storytelling

Support the development of:

- Social media content
- Blogs and articles
- Newsletters
- Event communication materials
- Website content updates
- Short-form storytelling content
- Campaign messaging support

Assist in translating research and technical information into accessible and engaging public-facing content.

Support documentation of organizational activities, workshops, events, and campaigns.

Digital Communications


- Support content publishing and scheduling across digital platforms.
- Monitor online engagement and audience interactions.
- Support growth and engagement across Pollicy's communication channels.
- Assist in maintaining communication calendars and content trackers.

Campaign & Media Support

- Support visibility efforts around organizational campaigns and initiatives.
- Assist with media monitoring, press tracking, and communications reporting.
- Support preparation of communication materials for events, speaking engagements, and advocacy activities.

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Collaboration & Learning

- Work collaboratively with programs, design, research, and operations teams.
- Participate in brainstorming sessions and creative communication processes.
- Contribute ideas that strengthen storytelling, engagement, and audience reach.
- Remain informed on emerging trends in digital storytelling, media, technology, and communications.

4. Deliverables

- Social media and digital communication content
- Communication support materials
- Event and campaign documentation
- Audience engagement support
- Communication trackers and reports
- Website and newsletter support content

5. Qualifications & Experience

- Background in Communications, Journalism, Media, Public Relations, Development Communication, Marketing, or related fields
- Strong written and verbal communication skills
- Familiarity with social media and digital communication platforms
- Basic content creation and storytelling skills
- Interest in feminist advocacy, digital rights, governance, or civic engagement is an added advantage
- Graphic design, photography, or multimedia skills are an added advantage

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6. Core Competencies

- Creativity and curiosity
- Strong communication skills
- Organization and time management
- Collaboration and teamwork
- Adaptability and willingness to learn
- Attention to detail
- Initiative and accountability

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