

## Senior Communication Fellow || Terms of Reference (ToR)

**Position Title:** Senior Communications Fellow

**Reporting To:** Executive Director

**Duration:** 6 months

**Stipend:** \$1,500

**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, creative communication, movement building, and advocacy, Pollicy works to shift narratives, influence policy, and center marginalized voices in digital ecosystems.

The Senior Communications Fellow will support Pollicy's strategic communications, visibility, narrative influence, and public engagement efforts while contributing to the organization's broader advocacy and storytelling goals.

### 2. Purpose of the Role

The Senior Communications Fellow will provide strategic and editorial support across Pollicy's communications ecosystem, helping strengthen public storytelling, digital campaigns, media engagement, thought leadership, and organizational visibility.

The role requires someone who can combine strong writing, creativity, and audience engagement with excellent coordination and execution skills.

### 3. Key Responsibilities

#### Strategic Communications & Storytelling

- Support the development and implementation of communications strategies and campaigns
- Translate complex research, policy, and technology topics into accessible and engaging content
- Develop compelling narratives aligned with Pollicy's feminist and Pan-African values
- Support strategic positioning around organizational priorities and campaigns

#### Pollicy Data Institute

**Kampala Office:**

🏠 Plot 7, Kulubya Close, Bugolobi

🌐 [www.pollicy.org](http://www.pollicy.org)

✉ [info@pollicy.org](mailto:info@pollicy.org)

☎ +256 708 310 397

+256 760 193 143

## Content Development

- Lead development of:
  - Articles
  - Op-eds
  - Newsletters
  - Social media content
  - Reports summaries
  - Website copy
  - Talking points
  - Event communication materials
- Ensure consistency in tone, messaging, and brand identity

## Media & Public Engagement

- Support media outreach and relationship management
- Track media coverage and communication performance
- Support speaking engagements, visibility opportunities, and public-facing events

## Digital Communications

- Support on digital engagement strategy across online platforms
- Collaborate with design and multimedia teams on visual storytelling

## Internal Collaboration

- Work closely with program, research, design, and leadership teams
- Support cross-team communication alignment
- Mentor and provide guidance to junior communications fellows where relevant

## 4. Deliverables

- Strategic communications materials
- Digital campaigns and storytelling outputs
- Editorial and media content
- Visibility and engagement reports
- Communications support for events and campaigns

---

## Pollicy Data Institute

### Kampala Office:

🏠 Plot 7, Kulubya Close, Bugolobi

🌐 [www.pollicy.org](http://www.pollicy.org)  
✉ [info@pollicy.org](mailto:info@pollicy.org)  
☎ +256 708 310 397  
+256 760 193 143

## 5. Qualifications & Experience

- Background in Communications, Journalism, Media, Public Relations, Development Communication, or related fields
- Strong writing and editorial skills
- Experience managing digital communication platforms
- Experience in advocacy, feminist organizing, storytelling, or policy communication is an added advantage
- Strong understanding of African digital, governance, feminist, or civic ecosystems preferred

## 6. Core Competencies

- Strategic thinking
- Strong storytelling ability
- Political and cultural awareness
- Collaboration and relationship building
- Creativity and adaptability
- Attention to detail
- Initiative and accountability

---

### Pollicy Data Institute

#### Kampala Office:

🏠 Plot 7, Kulubya Close, Bugolobi

🌐 [www.pollicy.org](http://www.pollicy.org)  
✉ [info@pollicy.org](mailto:info@pollicy.org)  
☎ +256 708 310 397  
☎ +256 760 193 143