



**Land Matrix**

**Vacancy Announcement**

# Land Matrix Initiative "Communications Coordinator"

**Deadline for applications: 6 October 2017**

## **The Land Matrix Initiative**

The Land Matrix Initiative (LMI) is a global and independent initiative monitoring competition over land use in the Global South. Its goal is to facilitate an open development community of citizens, researchers, policy-makers and technology specialists to promote transparency and accountability in decisions over land and investment. The LMI has become an international innovative benchmark for its open data and development approach, database structure, web appearance, and multi-stakeholder character, and has received wide interest among policymakers, development practitioners, NGOs, the media, researchers and the informed public.

In view of enhancing the quality of the LMI, and increasing its impact on policy-dialogue and decision making, the LM is involved in a process of decentralisation and expansion. Five organizations have joined the network in June 2014 as Regional Focal Points (RFPs) in Africa, Asia, Eastern Europe and Latin America - and regional, national and thematic Land Observatories will complement the well-established LM Global Observatory that monitors and collects data on large-scale land transactions worldwide.

## **The Land Matrix Coordination Unit**

In the framework of this expansion and decentralisation, it has been decided to establish a Land Matrix Coordination Unit (LMCU). The LMCU consists of a decentralized team of five coordinators, each of them hosted by one of the LMI partners:

1. Communication Coordinator (position to be filled)
2. Data and Database Coordinator (hosted by GIGA, Germany)
3. Learning and Training Coordinator (hosted by ILC, Italy)
4. Partnership Coordinator (hosted by the University of Pretoria, South Africa)
5. Technical Coordinator (hosted by CDE, Switzerland)

The LMCU coordinates and implements the decisions taken by the Steering Committee, holds regular virtual meetings and meets physically once in a year.

## **The Communications Coordinator**

The Communications Coordinator is responsible for organizing, monitoring and improving LMI communication activities at global and regional level, under the direction of the Steering Committee. The Communications Coordinator will be hired by the University of Pretoria, Department of Agricultural Economics and the Centre for the Study of Governance Innovation, and will work closely with other LMCU coordinators.

## Responsibilities

<b>Coordination</b>	<ul style="list-style-type: none"> <li>• Develops and implements the LMI communication strategy</li> <li>• Coordinates and harmonizes external global and regional communication</li> <li>• Plans the release of LMI products</li> <li>• Monitors and keeps track of media reports and other publications using or citing the Land Matrix or one of its products, at global and regional level</li> <li>• Provides regular statistics, analysis and strategies for improvement</li> </ul>
<b>Content creation &amp; management</b>	<ul style="list-style-type: none"> <li>• Creates and manages the contents for the Land Matrix website and for social media channels</li> <li>• Supports and coordinates editing, layout and translations of LMI products</li> <li>• Develops branding guidelines and ensures consistent application for any LMI communication product at global and regional level</li> <li>• Develops new data visualisations and data campaign strategies</li> <li>• Administers CMS user accounts</li> </ul>
<b>Public relations &amp; social media</b>	<ul style="list-style-type: none"> <li>• Acts as a public relation officer and online community manager</li> <li>• Supports the LMI to increase the visibility of its activities and products</li> <li>• Maintains media relations and other communication networks</li> <li>• Manages the media@landmatrix.org inbox</li> <li>• Manages LMI social media channels on Twitter and Facebook</li> <li>• Uses best industry practices to increase number of visitors to the website and followers to LM social media channels</li> </ul>
<b>User experience</b>	<ul style="list-style-type: none"> <li>• Manages and documents user feedback incoming via the UserReport account</li> <li>• Gathers feedback, needs and use cases from Land Matrix users by conducting usability tests, user surveys and interviews</li> <li>• Works in close collaboration with the Technical Coordinator to improve the user experience of the LMI platform</li> </ul>
<b>Training &amp; assistance</b>	<ul style="list-style-type: none"> <li>• Provides training and assistance to LMI regional focal points and national land observatories in content management and communication</li> </ul>
<b>Governance</b>	<ul style="list-style-type: none"> <li>• Takes part in LMCU and Steering Committee meetings</li> <li>• Regularly reports progress and challenges to the Steering Committee</li> </ul>

## Expected skills and competencies

- Advanced University degree in Communications, Journalism, or a social sciences related field.
- At least 3 years of relevant experience in communications, web-publishing, social media and editorial roles with ability to commission, edit and proof content.
- Outstanding English written and verbal communication skills, including the ability to synthesise complex issues into accessible products. Working knowledge of Spanish and/or French is an asset.
- Demonstrable creativity and a flair for identifying newsworthy stories and pitching them to a range of media outlets.
- Professional experience in data visualization and/or creation of infographics is an asset.
- Excellent computer literacy and experience with Content Management Systems (ideally Wagtail). Familiarity with user experience design and usability tests for web-applications is ideal.
- Design skills.
- Self-motivated, disciplined, able to work effectively with minimal supervision within a multi-cultural environment.
- Knowledge of issues, trends and policies in particular around the phenomenon of large-scale land acquisitions or around land rights and land governance in general is an added advantage.

## **Position and salary**

The Communications Coordinator will be employed by the University of Pretoria (South Africa) as a staff member of the Department of Agricultural Economics, Extension & Rural Development. However, consideration will be given to hiring the successful candidate on a consultancy basis, especially if the person is not located in South Africa.

## **Term and starting date**

Although this is a long-term position, current available funding covers a contract until the end of 2018. Until the end of 2017 the position will be full time, and a part-time commitment will be required for 2018.

Starting date: October 2017

## **How to Apply**

Please send an updated CV and motivation letter to [s.forno@landcoalition.info](mailto:s.forno@landcoalition.info) indicating your availability. Please note we will respond to short-listed candidates only.