



JOB ADVERT

Hospice Africa Uganda (HAU) is a not-for-profit charitable NGO established in 1993 with the vision “*Palliative Care for all in need in Africa.*” HAU is registered by Uganda’s NGO Bureau and is a licensed private not-for-profit (PNFP) health facility registered by the Uganda Medical and Dental Practitioners’ Council (UMDPC).

HAU has three clinical sites: Hospice Kampala, Mobile Hospice Mbarara and Little Hospice Hoima. HAU promotes modern methods of pain and symptom control as well as holistic-centered care for patients and families.

Marketing and Communications Officer

Location: Makindye – Kampala

Job Purpose:

This is an exciting opportunity for a skilled and energetic professional who is passionate about supporting the less fortunate, and working with a team dedicated to providing critically ill people in Uganda with palliative care.

The Marketing and Communications Officer will be responsible for using social media, online platforms, traditional media and marketing materials to raise awareness of Hospice Africa Uganda and promote its work at its clinical sites in Kampala, Mbarara and Hoima. He/she will also promote palliative care education and learning courses offered by the Institute of Hospice and Palliative Care in Africa and the HAU International Programmes Department to students in Uganda and the African continent.

The successful candidate will also support fundraising appeals and campaigns, produce compelling content packages, and will be responsible for generating regular emails to supporters, stakeholders and team members.

Social Media:

Manage and develop HAU’s Social Media accounts (X, Facebook, Instagram and LinkedIn) and increase engagement. Create a new HAU YouTube account, migrating content from the old account where possible. Provide monthly social media analytics report.

Web Site

Along with the web developer, ensure the HAU website is up to date. Develop and post content supporting fundraising campaigns, and upload blogs and patient case studies on a regular basis.

Develop marketing materials:

Design (HAU has a Canva account) and produce marketing materials, including brochures and infographics, to promote our work including clinical and patient care; courses offered by the Institute of Hospice and Palliative Care in Africa, courses offered by International Programmes and research

Support producing reports and presentations:

Provide support to the Senior Management Team and other team members in producing reports and presentations.

Press releases and media engagement:

Working with the Senior Management Team to develop press releases around HAU activities and

advocacy work. Develop strong relationships with print, broad cast and online media.

Content creation/storytelling:

Develop multimedia content packages, including stories of the positive impact of our work on patients, for the website, social media and for donor reports.

Emails

Lead on creating and circulating regular emails to supporters, stakeholders and donors.

Strategy:

Working with HAU's external communications advisor develop a Communications and Marketing strategy.

Minimum Requirements:

- Degree or professional qualification in marketing/communications or other relevant course.
- Minimum of two-years' experience in a marketing/and or communications officer role in an organisation.
- Experience of running social media accounts, including managing paid social media marketing and doing monthly analytics.
- Experience of managing a website, search engine optimisation and web analytics.
- Ability to develop infographics and to do design.
- Experience with taking photos and video desirable.
- Proactive and demonstrable ability to work with minimum supervision.
- Highly organised and deadline oriented.
- High level of accuracy and attention to detail.
- Ability to multitask, prioritise and work across various teams.

Application Process

Qualified and interested candidates should submit their CVs and a cover letter with academic documents detailing their suitability for the positions to humanresource@hospice-africa.org by close of business on Friday 2nd March 2025. Please include **Marketing and Communications Officer** in the subject line of your email.

ONLY SHORTLISTED CANDIDATES WILL BE CONTACTED