

## Vacancy Announcement Ethiopian Investment Commission

**Position:** Senior Communication Advisor

**Contract Duration:** One year with a possibility of extension

**Duty Station:** Addis Ababa

**Required Number:** 1

**Salary & Benefits:** Competitive

**Application Deadline:** 26 January 2025

### **BACKGROUND:**

**The Ethiopian Investment Commission (EIC)** is an autonomous government institution accountable to the country's Investment Board, chaired by the Prime Minister. The Commission's primary objectives are to establish a conducive investment climate, attract and retain investments, and implement a transparent and efficient investment administration system in Ethiopia. The EIC also focuses on enhancing its communication and public relations efforts to effectively promote Ethiopia's investment opportunities and foster relationships with key stakeholders.

The Senior Communication Advisor will play a crucial role in developing and implementing communication strategies that strengthen the EIC's engagement with local and international stakeholders. This includes digital promotion, media relations, and the creation of impactful promotional materials to enhance Ethiopia's position as a prime investment destination.

### **POSITION SUMMARY:**

Over the past years, the government of Ethiopia has implemented several reform measures. The liberalization and privatization of the economy created considerable investment opportunities, including the trading sectors for the private sector-led economic growth and development. In 2021, the government launched the "Ten-year Development Plan (2021-2030)" that details the strategic path to achieve the Home Grown Economic Reform agenda vision of an economic transformation.

Ethiopian Investment Commission has pursued a series of investment policy, legal, and institutional measures with the goal of effectively realizing national investment plans and targets proposed under the Ten-year Plan. Ethiopia's economic development needs and the desired impact of FDI and domestic investment strategies have been put in place to attract foreign direct investment and to develop labor-intensive industries and an export-oriented manufacturing sector. Yet, the transformation of the economy is hampered by organizational and operational limitations, particular problems include an overstretched capacity of senior personnel, less proactive investment outreach, limited availability of pre-packaged information needed to attract quality investments, and the limited number of qualified human resources pool. To address some of the constraints, the EIC in partnership with the GIZ has developed to implement 'Strengthening Investment Policy Reform and Aftercare Initiatives of the Ethiopian Investment Commission' project.

The main objectives of the project is to strengthen institutional implementation capacity, policy reform and investment aftercare strategy implementation through enhancing investment promotion, facilitation, aftercare, and policy dialogue with a focus on private sector engagement capacities of the Ethiopian Investment Commission.

**The Senior Communication Advisor** will be responsible for leading the EIC's communication and public relations initiatives. The Advisor will develop and execute strategic communication plans, manage media relationships, oversee the creation of promotional content, and ensure the consistent delivery of the EIC's messaging to diverse audiences. This role will also involve acting as the organization's spokesperson and supporting the planning and execution of investment promotion campaigns.

#### **Responsibilities and Duties:**

- **Content Development and Campaign Management:** develop and execute digital promotion campaigns, including content creation for the EIC's social media platforms. This includes writing, editing, and distributing various types of content, such as website material, press releases, and marketing materials, ensuring they align with the organization's objectives.
- **Media Relations:** establish and maintain working relationships with journalists across multiple media outlets. Act as a spokesperson for the EIC, ensuring accurate and effective dissemination of the organization's messages to the public. Maintain a comprehensive database of media organizations and contacts to facilitate efficient communication.
- **Promotional Materials and Internal Communication:** support the development of investment promotional materials tailored to attract foreign and local investors. Create and distribute internal newsletters to enhance organizational communication and maintain an archive of all multimedia works in a professional manner.
- **Investment Promotion Campaigns:** plan and execute investment promotion campaigns, including organizing investment forums, seminars, trade fairs, and webinars. Collaborate with local and international stakeholders to ensure smooth communication and successful event outcomes.
- **Budget Management and Reporting:** prepare and manage the EIC's communication budget. Provide regular reports on communication activities and their impact, ensuring alignment with the organization's strategic goals.
- **Stakeholder Engagement and Relationship Management:** facilitate communication linkages with local and international investment stakeholders and institutions. Actively engage with partners to enhance the EIC's visibility and foster a positive image of Ethiopia as an investment destination.

#### **REQUIRED QUALIFICATIONS:**

- **Education Background:** Master's Degree in Journalism and Communications, Public Relations, Marketing, Business Administration or a related field.
- **Experience:** Minimum of 7 years of professional experience in corporate communication, public relations, or related roles in the media industry, preferably in the public agencies. Proven experience in managing media relations and digital communication campaigns. Additional 2 to 4 years' experience in a related field is an advantage.
- **Excellent verbal and written communication skills in English;** proficiency in Amharic or Afaan Oromo language, and additional language is an advantage.
- **Skills and Attributes:** Analytical and strategic thinker, ability to manage multiple projects and meet tight deadlines, and show a high level of professionalism, integrity, and attention to detail.
- **Technical Skills:** Proficiency in digital marketing tools and social media platforms, knowledge of investment promotion and economic development communication, experience in event planning

and stakeholder management, and proficiency in MS Office applications and relevant project management tools.

- Collaborative mindset and a team player.
- Strong set of personal values including integrity, honesty, and desire to be of service

### **APPLICATION INSTRUCTIONS**

We invite all interested candidates meeting the required qualifications to submit (i) a cover letter and (ii) CV (maximum 3 pages) via Email: [Jobs.vacancy@eic.gov.et](mailto:Jobs.vacancy@eic.gov.et)

It is mandatory to mention the position title in the subject line of your application email.

Women are highly encouraged to apply.

Only short-listed candidates will be contacted.