



## JOB DESCRIPTION

### Digital Engagement Officer

<b>Position Title</b>	Digital Engagement Officer					
<b>Location of Post</b>	Remotely	<b>Reports to</b>	Regional Coordinator			
<b>Direct reports</b>	Not applicable at present.					
<b>Purpose of the role</b>						
<p>The purpose of the <b>Digital Engagement Officer</b> is to strengthen CAN Africa's visibility, influence, and narrative power by leading strategic communications and digital engagement efforts. The position exists to effectively communicate CAN Africa's positions, campaigns, and impact to diverse audiences, including members, partners, media, policymakers, and the public, while amplifying African voices in regional and global climate discourse.</p> <p>The Officer will ensure consistent branding, compelling storytelling, and effective use of digital platforms to support advocacy goals, mobilize members, and enhance engagement around key climate justice issues, including transition, climate finance, adaptation, and energy access in Africa.</p> <p>CAN Africa is at the forefront of advocating for a clean and productive energy future in Africa. As the urgency of the global climate crisis becomes increasingly apparent, the shift towards cleaner, sustainable energy solutions has become imperative. The primary goal of the Communications &amp; Digital Engagement Officer is to manage, strategize, and oversee all of CAN Africa's online platforms, ensuring consistent messaging and maximum audience engagement.</p>						
<b>Duties and responsibilities</b>						
<b>1. Social media and website management</b>	<b>Key Responsibilities</b> <ul style="list-style-type: none"><li>❖ <b>Digital Strategy Development:</b> Formulate and implement a comprehensive digital strategy to enhance online presence, reach, and engagement of CAN Africa and its members.</li><li>❖ <b>Social Media Management:</b> Oversee and manage all social media platforms (Facebook, Twitter, LinkedIn, Instagram, Tik-tok, YouTube, etc.), ensuring timely posts, audience engagement, and consistent branding.</li></ul>					

	<ul style="list-style-type: none"> <li>❖ <b>Website Management:</b> Ensure the CAN Africa website is up-to-date, user-friendly, and serves as an effective communication tool for the organization's goals and activities.</li> <li>❖ <b>Content Creation:</b> Develop compelling content, including articles, blogs, press releases, newsletters, and multimedia materials with the support of other team members.</li> <li>❖ <b>Analytics and Reporting:</b> Track online metrics to assess the effectiveness of digital campaigns and strategies, and provide regular reports to senior management.</li> <li>❖ <b>Stakeholder Engagement:</b> Collaborate with internal teams, member organizations, and partners to ensure a cohesive online narrative.</li> <li>❖ <b>Crisis Management:</b> Respond swiftly and effectively to any online crises or negative publicity.</li> <li>❖ <b>Ensure brand consistency</b> in all event coverage materials, aligning visuals and messaging with the organization's identity.</li> <li>❖ <b>Collaboration:</b> Work closely with CAN Africa's member organizations and partners to synchronize efforts and amplify visibility online and offline.</li> <li>❖ <b>Monitoring &amp; Reporting:</b> Track digital engagement outreach and impact to providing regular updates to Regional Coordinator, and stakeholders.</li> <li>❖ <b>Ad-hoc Tasks:</b> Carry out other related tasks assigned by the Regional Coordinator.</li> </ul>
<b>2. Podcast Animation</b>	<ul style="list-style-type: none"> <li>❖ Conceptualize and design visually appealing animations that complement and enhance the audio and video content</li> <li>❖ Continuously seek opportunities to innovate and experiment with new animation techniques to keep our content fresh and engaging.)</li> <li>❖ Create visually compelling animations that enhance the storytelling of each podcast episode, collaborating closely with content creators.</li> </ul>
<b>3. Events Coverage</b>	<ul style="list-style-type: none"> <li>❖ Conduct interviews with key speakers, participants, and attendees to gather insights and create compelling event highlights.</li> <li>❖ Utilize live streaming and other technologies to enhance virtual</li> </ul>

	<p>event coverage and reach a wider audience.</p> <ul style="list-style-type: none"> <li>❖ Implement vlogging techniques to add a personal and behind-the-scenes perspective to event coverage.</li> <li>❖ Create engaging recap videos summarizing key moments and highlights from the event for post-event promotion.</li> </ul>
<b>4. Reporting</b>	<ul style="list-style-type: none"> <li>❖ Create post-event reports, summarizing the impact of coverage and providing recommendations for improvement of visibility.</li> <li>❖ Monitor audience engagement metrics related to podcast animations and iterate on designs based on feedback and performance data.</li> </ul>
<b>5. Partnership, Fundraising and Resources</b>	<p><b>Resource Mobilization</b></p> <ul style="list-style-type: none"> <li>❖ Support fundraising efforts to support CAN Africa's projects by contributing to donor scoping, engagement, proposal writing and report writing;</li> </ul> <p><b>Partnerships</b></p> <ul style="list-style-type: none"> <li>❖ Support efforts to deepen partnership, alignment, and engagement with civil society and networks in the region and beyond.</li> </ul>
<b>6. Transparency and Accountability</b>	<ul style="list-style-type: none"> <li>❖ Demonstrate transparency and accountability in the organization through proactive adherence to best practice;</li> <li>❖ Proactively communicate with the Regional Coordinator about the state of the organization's campaigns and projects, particularly when there are problems that need to be addressed.</li> </ul>

**Closing date:** 19 February 2026

To apply, please submit your detailed CV, a certified copy of your qualifications, and a cover letter outlining information that will assist the selection panel in assessing your application. Applications should be sent in confidence to [recruitment@can-africa.org](mailto:recruitment@can-africa.org).

When responding to this advert, please ensure that the email subject line reads as follows: "**Digital Engagement Officer application**". Failure to follow this instruction may result in the disqualification of your application.

If you do not receive a response within one month of the closing date, please consider your application unsuccessful.

Only shortlisted candidates will be contacted. Climate Action Network (CAN) Africa reserves the right not to make an appointment.