

TERMS OF REFERENCE (ToR)

Scofield Associates Limited · Terms of Reference

Position Title: Social Media and Communications Assistant

Organization: Scofield Associates Limited

Duty Station: Nairobi, Kenya (with potential regional travel)

Contract Type: Full-time / Renewable Contract

Application Deadline: June 12, 2026

1. Background & Context

Scofield Associates is a leading evidence-based research and development consultancy firm headquartered in Nairobi, Kenya, with over nine years of operational footprint across the Horn of Africa. We partner with governments, intergovernmental bodies, international NGOs, and private sector leaders to provide high-quality, audit-ready data and policy insights. Our core competencies span five integrated service areas: Research & Policy Analysis, Monitoring & Evaluation (M&E), Big Data Analytics, Program Management, and Organizational Capacity Building.

As we look toward major organizational milestones—including the landmark **Reset Africa Summit** in November 2026—Scofield Associates is seeking a creative, meticulous, and digitally savvy **Social Media and Communications Assistant**. This role is pivotal in elevating our digital outlook, translating complex research and data-driven insights into compelling public narrative arcs, and expanding our footprint across key regional and international stakeholder networks.

2. Objective of the Assignment

The primary objective of this position is to manage, revitalize, and grow Scofield Associates' digital and social media presence across five key platforms: **LinkedIn, Facebook, X (formerly Twitter), Instagram, and YouTube**. The Assistant will bridge the gap between technical, high-level research (such as briefing papers, M&E data, and policy briefs) and engaging multimedia storytelling, ensuring that our brand reflects the highest standards of professional rigor, innovation, and regional thought leadership.

3. Scope of Work and Responsibilities

The Social Media and Communications Assistant will work closely with the management and technical research teams to execute the following duties:

A. Social Media Management & Brand Outlook

- **Platform Strategy:** Curate, schedule, and optimize tailored, daily content for **LinkedIn** (targeting development practitioners, donors, and academics), **X/Twitter** (real-time commentary and event coverage), **Facebook/Instagram** (community engagement and human-interest stories), and **YouTube** (video essays, expert interviews, and summit documentation).
- **Content Creation:** Design visually striking graphics, infographics, data visualizations, and interactive carousels that simplify dense research findings and project milestones.
- **Community Management:** Monitor social channels daily, engage professionally with comments, manage direct messages, and systematically tag partners, clients, and key regional stakeholders to

foster organic network growth.

B. Multimedia Production & Event Coverage

- **Photography & Videography:** Capture high-quality photographs and high-definition video footage during in-house workshops, field assessments, report launches, and upcoming flagship events like the Reset Africa Summit.
- **Video & Audio Editing:** Produce polished video clips, reels, shorts, and audiograms highlighting key takeaways from Scofield's publications and expert panels.
- **Equipment Management:** Maintain and skillfully operate company camera gear, audio equipment, and lighting set-ups.

C. Corporate Communications & Asset Design

- **Collateral Design:** Format, design, and polish external-facing documents, including policy briefs, company profiles, training brochures, and digital newsletters, maintaining rigorous adherence to brand guidelines.
- **Copywriting:** Draft clear, precise, and grammatically flawless captions, blog posts, press releases, and short-form summaries of technical data.

4. Required Technical Proficiencies and Software Skills

The ideal candidate must demonstrate advanced, hands-on proficiency in the following tools and software ecosystems:

- **Design & Multimedia: Adobe Creative Suite** (specifically Premiere Pro/Final Cut for video, Photoshop/Illustrator for design, and InDesign for layout formatting) and **Canva Pro**.
- **Photography/Videography:** Strong technical command of DSLR/mirrorless cameras, framing, lighting, and external audio recording equipment.
- **Productivity & Document Formatting:** Full mastery of the **Microsoft Office Suite / Google Workspace** (Word, PowerPoint, and Excel) to ensure external-facing text documents and corporate presentations are impeccably styled.
- **Analytics & Scheduling:** Familiarity with social media management dashboards (e.g., Buffer, Hootsuite, Meta Business Suite) and built-in platform analytics tools.

5. Qualifications, Experience, and Competencies

- **Education:** Bachelor's degree or Diploma in Communications, Public Relations, Journalism, Graphic Design, International Relations, or a related field.
- **Experience:** Minimum of 2–3 years of professional experience managing social media accounts and creating multimedia content, preferably within a research organization, think tank, development agency, or corporate agency environment.
- **Regional Context:** A strong interest in or familiarity with African geopolitics, international development, trade corridors, and socio-economic dynamics within the Horn of Africa.
- **Attributes:** Exceptional eye for detail, strong organizational skills, ability to work independently under tight deadlines, and the professional maturity to handle sensitive development and policy data responsibly.

6. Application Process

Interested candidates who meet the above criteria are invited to submit their application by **June 12, 2026**.

Submission Requirements:

1. **Curriculum Vitae (CV) / Resume** outlining relevant professional experience and software technical proficiencies.
2. **Cover Letter** explaining your suitability for the role and how you plan to elevate Scofield Associates' regional digital footprint.
3. **Professional Portfolio** (or hyperlinks to a live portfolio) showcasing your best work in graphic design, photography, video editing, or corporate social media copy.

How to Apply:

Applications can be submitted via the online application portal on our careers page or via email to:

✉ careers@scofieldassociates.co.ke *Please use the email subject line: **Application: Social Media and Communications Assistant – [Your Name]***

Scofield Associates is an equal opportunity employer. Only shortlisted candidates will be contacted for interviews and a practical portfolio defense.

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