COMMUNICATIONS OFFICER

The Communications Officer plays a central role in shaping FSD Ethiopia's digital identity and ensuring the organisation communicates its mission, impact, and thought leadership effectively across all digital platforms. As FSDE expands its influence within Ethiopia's financial sector—supporting financial inclusion, access to capital, and climate finance—the organisation's ability to present information in a clear, accessible, and visually compelling way becomes essential.

This role is responsible for designing, developing, and maintaining FSDE's corporate website as the organisation's primary digital gateway. This includes ensuring an intuitive user experience, strong visual cohesion, responsiveness across devices, and adherence to global standards for accessibility, data protection, and cybersecurity. The role also ensures web content is timely, accurate, and aligned with FSDE's workstreams, research outputs, and stakeholder engagements.

Beyond technical development, the position requires a strong creative foundation. The Communications Officer will craft visually engaging materials—from infographics and report layouts to digital campaign assets—that help simplify complex financial concepts for policymakers, partners, private-sector actors, and the public. These products will reflect FSDE's brand identity and support the organization's thought leadership and advocacy objectives.

Working within the Communications & Advocacy team, the role supports digital storytelling and brand visibility efforts by creating modern, inclusive, and strategically aligned digital content. The individual will also work closely with program teams, external consultants, and partners to ensure FSDE's digital products advance gender equality, reflect Ethiopia's diversity, and meet the communication needs of different audiences.

REPORTS TO: Communications and Advocacy Specialist

SCOPE OF RESPONSIBILITIES

Area of Responsibility	Action Steps	Success Criteria/Measures
Web Development & Management	Design, develop, and maintain the FSDE corporate website, ensuring responsive, modern, and secure architecture.	FSDE's website remains fully functional, secure, accessible, and regularly updated, with increasing user engagement and clear representation of gender and inclusion priorities.
	Implement and manage the content management system (CMS) for efficient updates.	
	Ensure regular backups, updates, and cybersecurity best practices to protect data and system integrity.	
	Work closely with FSDE teams to structure and publish high-quality content across thematic areas, reflecting gender and social inclusion priorities.	
	Ensure web accessibility for diverse users, including people with disabilities.	

Area of Responsibility	Action Steps	Success Criteria/Measures
	Ensure women's participation, leadership, and outcomes are visibly represented across web content, data, and storytelling.	
Digital Media & Platform Optimization	Manage FSDE's digital channels (website, LinkedIn, X/Twitter, YouTube, Facebook), ensuring consistent, compelling, and inclusive messaging.	Digital analytics show consistent growth in reach, engagement, and follower numbers, with content reflecting diverse and gender-balanced representation.
	Develop modern digital assets—including web banners, animations, motion graphics, thumbnails, and campaign visuals—that reflect diverse voices and experiences including gender balance, diversity, and non-stereotypical representation.	
	Optimise digital content for SEO and discoverability, ensuring equitable reach across audiences including women and underrepresented audiences.	
	Track digital performance using analytics tools and generate data-driven insights (including gender-disaggregated where possible).	
Graphic Design & Visual Branding	Create compelling graphics for reports, publications, presentations, data visualizations, and social media.	FSDE's publications, infographics, and event materials are visually professional, on-brand, easy to understand, and positively rated by internal stakeholders.
	Produce infographics that simplify financial-sector concepts for diverse audiences.	
	Maintain and elevate FSDE's visual brand identity across all communication materials.	
	Support design of FSDE events, campaigns, and external engagements (backdrops, signage, event digital assets).	
	Ensure visuals use gender-sensitive language, imagery, and design choices that avoid stereotypes and promote women's economic agency.	
Multimedia Collaboration	Work with the Communications team to integrate visuals, videos, and interactive elements across platforms.	Multimedia outputs clearly communicate FSDE's results and priorities, with consistent branding and effective translation of data into accessible stories.
	Coordinate with consultants, agencies, and partners to ensure unified branding and messaging.	
	Contribute to the development of short explainer videos and storytelling assets promoting financial inclusion, market development, and FSDE impact.	
	Work with the M&E and programme teams to translate data, indicators, and findings into clear visual and digital content, including dashboards, infographics, and impact stories.	

Area of Responsibility	Action Steps	Success Criteria/Measures
	Support tracking of communications outputs and outcomes, contributing to evidence-based learning and continuous improvement, with attention to gender outcomes.	
General Communications Support	Support the Communications and Advocacy team in delivering day-to-day communications outputs, including drafting, editing, and packaging content for digital and print use.	Communications outputs are delivered on time, meet quality standards, and align with FSDE's messaging, gender, and safeguarding commitments.
	Contribute to campaign planning, event communications, and stakeholder engagement materials as required.	
	Ensure all communications products align with FSDE's messaging, tone, and brand guidelines.	
	Ensure communications products are consistent with FSDE's gender commitments, safeguarding principles, and inclusion standards.	

And other duties as requested by the Supervisor

REQUIREMENTS OF THE ROLE

COMPETENCIES

Competency	Level 1 *Foundation*	Level 2 *Specialist*	Level 3 *Manager*	Level 4 *Leader*
Ownership & Initiative	√			
Demonstrates a strong sense of personal ownership that leads to taking responsibility, self-starting proactivity, and a commitment to driving organizational success.				
Learning & Adaptability	√			
Exhibits openness and ability to learn, grow, and improve while fostering the same in others.				
Thought Leadership	√			
Thinks clearly and intentionally, analysing information objectively, understanding issues and forming opinions.				
Execution & Drive for Results	√			
Is keenly motivated to achieve goals and act with accountability to deliver quality results.				
Relationship Building	√			

Initiates and maintains positive relationships with others; discerning and appreciating the values, concerns, or feelings of others.				
Communication & Influencing	√			
Deliberately adjusts behaviour in order to address the feelings, needs or concerns of others; communicates clearly, confidently, and appropriately to influence others.				

Qualifications & Experience:

- **Bachelor's degree** in one of the following fields:
    - Computer Science, Information Technology, Web Development, Software Engineering, or related fields for the web development component.
    - Graphic Design, Multimedia Design, Digital Media, Communications, or related fields for the design component.
- **Master's degree** in any of the above areas is an advantage.
- In cases where the applicant does not hold a Bachelor's or Master's degree, a relevant professional certificate or diploma in web development, graphic design, multimedia production, or digital media from a recognised training institution will be considered, provided the candidate demonstrates strong practical experience and a verifiable professional portfolio.
- Professional certifications in web development, UI/UX design, or multimedia production are highly desirable.

Technical Qualifications

Web Development & Administration

- Strong proficiency in **HTML5, CSS3, JavaScript, and PHP**.
- Experience with **Content Management Systems (CMS)** such as WordPress, Joomla, or Drupal, including plugin management and customization.
- Knowledge of **responsive web design**, cross-browser compatibility, and mobile-first development.
- Familiarity with **UI/UX principles**, ensuring a seamless and intuitive user experience.
- Experience implementing **SEO best practices** and website analytics tools (Google Analytics, Search Console, SEMrush, or equivalent).
- Strong understanding of **web accessibility standards (WCAG)** and ability to make content accessible to all users, including persons with disabilities.
- Knowledge of **website security**, including SSL, firewalls, backups, and protection against common cyber threats.
- Ability to troubleshoot, maintain, and update web systems and integrate multimedia content (videos, infographics, interactive features).
- Basic knowledge of **server management**, FTP, and database management (MySQL or equivalent).

Graphic Design & Multimedia

- Proficiency in **Adobe Creative Suite**:
    - **Photoshop** – for image editing and compositing.
    - **Illustrator** – for vector graphics and iconography.
    - **InDesign** – for reports, publications, brochures, and layout design.
    - **Premiere Pro** – for video editing and content creation.
    - **After Effects** – for motion graphics and animations.
- Familiarity with other design tools such as **Canva, Figma, or Sketch** for rapid prototyping and collaborative design.
- Strong understanding of **branding principles**, typography, colour theory, and visual hierarchy.
- Ability to design **infographics, data visualizations, and social media assets** that translate complex financial and economic concepts into accessible visuals.
- Experience creating **multimedia content** including video, animation, and interactive digital assets.

- Understanding of **digital asset optimization** for web and social media platforms.

Experience
- Minimum **four years** of professional experience in web development and graphic design.

- Proven experience managing corporate websites and digital platforms.

- Experience in development, financial sector, NGO, or economic communications is an asset.

- Demonstrated portfolio showing strong technical and creative capability.

- Experience communicating gender equality, women's economic empowerment, or inclusive development issues is an advantage.

Language Skills:

- Excellent verbal and written communication skills in English and Amharic.
- Ability to adapt messaging to different platforms and stakeholders, ensuring accessibility and inclusivity.

Personal Attributes:
- Creative, innovative, and detail-oriented.

- Strong problem-solving ability and technical troubleshooting skills.

- Ability to manage multiple projects in a fast-paced environment.

- Ability to work collaboratively in diverse teams, respecting different viewpoints and lived experiences.

- Commitment to FSDE's values: inclusion, professionalism, transparency, and gender equity.

Work Discipline & Deadline Management

- Strong time management and prioritisation skills, with the ability to manage multiple tasks and deliver high-quality outputs within tight deadlines.

- Proven capacity to work under pressure, including during peak workloads, campaigns, and organisational milestones.

- Flexibility and commitment to work extended or non-standard hours when required to meet project timelines and organisational needs.

- Excellent organisational skills, with attention to detail and follow-through.

- Ability to anticipate workload demands and proactively adjust work plans to ensure timely delivery.

- Strong collaboration and communication skills, enabling effective coordination across teams and with external partners.

How to Apply: Interested candidates should submit a CV, a comprehensive portfolio showcasing previous work, and a cover letter that

demonstrates how their experience aligns with the responsibilities and qualifications outlined in this vacancy, clearly stating the position "**Communications Officer**" for which they are applying, to jobs@fsdethiopia.org before the end of business day on January 23rd, 2026.

*Note: FSD Ethiopia is an equal opportunity employer, committed to providing a **safe, inclusive, and respectful working environment**, and encourages applications from qualified candidates of all backgrounds.*