

### About Farsight Africa

Farsight Africa Group is a leading full-service Pan-African communications and research company that delivers impactful solutions to companies, governments, development organizations' and individuals across East Africa.

Farsight is recruiting a media monitoring officer's role is to implement all international media mapping and monitoring and ensure that the outputs of those activities are delivered and rendered useful to the other organizational functions Media Monitoring team will include evidence of airing, estimated audience reach, and conclusive reports.

<b>Post Title</b>	Media Monitoring Officer
<b>Type of Appointment</b>	Contract
<b>Duration</b>	1 Year
<b>Duty Station</b>	Mogadishu (Somalia) Mogadishu International Airport

### Key Responsibilities

- Monitor the news output of all major International TV, radio stations print and social media sites.
- Update regularly the International Media Mapping site to provide the clients with the most complete and up-to date map of the international media landscape.
- Liaise closely with the Diaspora International Engagement Officer to ensure platforms relevant to diaspora are included.
- Prepare and distribute twice-daily media monitoring report which will highlight coverage responsive to agreed keywords in print, radio and TV sources and shared with the clients.
- Prepare and distribute a daily situation report will highlight coverage in print and broadcast media as well as any notable findings, the reports will be circulated to all Heads of Departments.
- Prepare and distribute a weekly in-depth analysis will cover broadcast, print and social media by airtime, tonality, source, positioning and the message summary and shared with all Heads of Departments.
- Prepare and distribute a monthly analytical report on the quantity, quality, footprint and value of media coverage on current strategic communication campaigns and shared with all Heads of Departments.
- Map the international information ecology and media landscape, track public opinion, attitudes, trends, narratives and media coverage to inform the development of the communication strategy and the implementation plan.
- Ensure all reports and summaries will be made available as an electronic service to subscribers and via the clients' media monitoring website.
- Generate summary reports on coverage, with a focus on developments of relevance to the core narrative and campaign objectives.



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**Qualifications:**

- Bachelors' Degree in research, media, communications or related field (added advantage)
- Must have working knowledge in Somali and English
- Working experience in communications, media monitoring, report writing
- Strong team work skills
- Capability and self-initiative to carry out assigned tasks at a professional level and largely without supervision;
- Knowledge of Microsoft Word, Excel and PowerPoint

**How to apply:**

Send in your resumes with a cover letter to [jobs@farsightafrica.com](mailto:jobs@farsightafrica.com) with the subject title: *Ref: Media Monitoring Officer* by 9<sup>th</sup> August 2016 1700hrs. Applications sent after the deadline will not be received.