



## **CHILDCARE CAMPAIGN**

### **CALL FOR MEDIA CHAMPIONS**

#### **Introduction**

The African Early Childhood Network (AfECN) is a pan-African organisation established in 2015 to promote excellence and collaboration to protect children’s rights, influence policy and practice and strengthen partnerships. It also serves as a platform for sharing experiences and knowledge on early childhood education in Africa. Our vision is an Africa where all children are learning, safe, healthy, happy and are achieving their full potential.

To achieve its objectives, AfECN is engaged in advocacy campaigns at national, regional, and international levels, which involve networking and collaborating with many and diverse groups and organisations, including media and communication experts.

AfECN is, therefore, planning to recruit media and communication champions to join its childcare advocacy campaigns and activities. For this first phase, media champions from Ethiopia, Kenya, Tanzania, Uganda, and Zambia will be prioritized. However, we encourage applications from all over Africa as we are building a database of media champions to inform the next phase of our work in other countries.

#### **Role of media and communication champions**

The role of media and communications champions is to spearhead and coordinate publicity campaigns at national and regional levels to inform policy, activities, and programmes on early childhood development broadly but with specific focus on childcare. The campaigns involve synthesizing key childcare advocacy issues and developing suitable and appropriate strategies and messages to promote the wellbeing of young children and to empower women and other caregivers.

#### **Terms of reference**

- Support national and international campaigns on childcare.
- Foster collaboration and networking among partners working on childcare initiatives.
- Design and develop advocacy campaign materials on childcare.
- Promote public awareness on children’s rights with special focus on childcare.
- Monitor and document implementation of policies and programmes that promote the wellbeing of young children, their families, and their caregivers.

- Identify, document and publicise successful stories of programmes and interventions advancing children's rights and childcare across multiple media platforms.
- Participate in activities and amplify messages during key national, regional and international events that provide a platform for advocacy on childcare.

### **Requirements**

- Minimum five years media experience.
- Professional qualifications in media, communication or advocacy.
- Specialization in either children's rights, childcare, early learning, child health and nutrition, or gender and women empowerment.
- Demonstrated interest in working in childcare, early childhood development and women empowerment.
- Be resident and eligible to work in Africa with priority being given to applications from Ethiopia, Kenya, Tanzania, Uganda and Zambia.

Interested individuals should submit a written application and updated CV to [mediachampions@afecn.org](mailto:mediachampions@afecn.org) by 22<sup>nd</sup> April 2024.

We will only contact the shortlisted applicants.