



SAFER ROADS FOR AFRICA

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Terms of Reference for a Communications Graduate Trainee at Safeway Rightway Uganda

A. About Safe Way Right Way

Safe Way Right Way is a non-governmental organization that was founded in 2013 as a result of a collaboration between the World Bank's Global Road Safety Partnerships and TotalEnergies to improve road safety on Uganda's economic road corridors. The organization's work model is backed by public and private sector partnerships that have enabled the various initiatives geared towards achieving SWRW's vision of achieving a crash-free road network in Uganda.

B. The SWRW Communications Graduate Trainee Program

Safe Way Right Way values professional road safety reporting and journalism as one of the most efficient mechanisms to inform, educate and inspire the public but also a valuable tool to lobby and advocate for policy change and adoption of best practices among others. SWRW utilizes new and traditional media platforms, leveraging on their unique attributes to reach the most appropriate audiences. All Safe Way Right Way communications strive to disseminate the road safety status in the respective areas of work, the main achievements, the outstanding challenges but also to raise SWRW's share of influence in Uganda by highlighting its various interventions spread out across the country. By engaging in the digital space, SWRW aims to leverage on the power of the internet as a unique opportunity that deliver on the communications strategy and ultimately the Organisation's strategy.

Safe Way Right Way is looking to recruit a Communications Graduate Trainee who should be a proactive and creative young mind ready for a new challenge who will learn and grow as they contribute to the organization. This is a unique opportunity for personal development through mentorship and on job training that is offered throughout the program. It is also an opportunity to gain practical experience in the real world where the candidate can translate the learned theoretical skills into hands-on practical work which will not only enhance their professionalism but also improve their employability.

C. Responsibilities

- Support teams in improving digital communications to cause awareness for activities and gain traction for SWRW content.
- Support the institution in creating and coordinating website content and development in a timely manner.
- Support the Monitoring and tracking of media activity.

- Support the delivery and maintenance of good internal communications and information sharing internally for project cohesion.
- Assist in planning of key communication activities.
- Assist in planning and managing of production corporate branded materials.
- Support project teams in developing and maintaining a photo bank that supports reporting and other communications
- Develop a quarterly and annual Newsletters

D. Qualifications / requirements

- A Bachelors' Degree in Mass communication, Media or journalism (Not more than 3 years of completion as of 20th January 2025)
- Excellent computer skills with experience in Social Media, Microsoft office, canva or any other graphics design platform
- Passion for effective communication and utilizing various tools to deliver messaging
- Self-motivated, detail-oriented individuals with superior written, verbal and organizational skills.
- Creativity to be able to design engaging Messages and Posts
- The ability to work independently and with others – especially staff, donors, and vendors.
- Excellent attention to detail, dependability, flexibility, and ability to maintain confidentiality.

E. Facilitation

- The trainee shall be given a modest allowance to cover their lunch and transport costs for the days worked.

If you are interested and meet the requirements, please send your CV and personal statement to careers@safewayrightwayug.org by 5.00pm on 25th January 2025.