

CALL OF INTEREST: Communications Specialist

Projects: LLEARN – Local Leadership East African Return and Reintegration Network and Karamoja Strong Project (secondary)

About Samuel Hall

Samuel Hall is a social enterprise that conducts research, evaluates programmes and designs policies in contexts of migration and displacement. Through rigorous, ethical, and participatory methodologies, we connect the voices of communities to changemakers to build more inclusive societies.

Structured around three pillars — Research & Policy, MEAL, and Data Standards & Analytics — Samuel Hall operates from offices in Kabul, Nairobi, and The Hague, with team members based across the regions we study, including Afghanistan, Kenya and the Netherlands.

With over a decade of experience across 70+ countries, we have become a trusted partner to governments, donors, multilateral organisations, NGOs, and universities. Our evidence-based insights respond to global challenges such as conflict, instability, climate change, and socioeconomic inequality. Samuel Hall currently employs 45 full-time staff, with additional remote researchers and consultants.

Learn more at www.samuelhall.org.

Background

As part of this mission, Samuel Hall implements LLEARN, a locally led East African network that supports inclusive urban (re)integration through evidence, partnerships, and co-created solutions. A central mechanism of LLEARN is the Participatory Forum (PF) cycle—a structured, city-level process that brings together municipalities, civil society, displaced and host communities, and other stakeholders to validate priorities, co-design solutions, and strengthen sustainability and ownership.

Samuel Hall also implements Karamoja Strong, a programme focused on strengthening resilience, social cohesion, and inclusive service delivery through locally grounded, adaptive approaches.

Samuel Hall is seeking a Communications Specialist to lead PF-focused storytelling, digital visibility, and learning-oriented communications, ensuring that local voices, processes, and outcomes are clearly documented, disseminated, and used for learning, advocacy, and influence, in line with the Communications, Dissemination and Exploitation (CDE) Plans.

The consultancy contract requires an Indicative Level of Effort of 10 days per month for a period of six (6) months with a possibility of extension subject to performance and funding.

The work is primarily based in Kenya, with occasional travel to project locations within East Africa.

Scope of Work and Key Deliverables

The Communications Specialist will work closely with programme and technical teams and will be responsible for the following:

Deliverable 1: Participatory Forum–Focused Storytelling

Participatory Forum (PF) Storytelling and Documentation

- Produce learning-oriented stories documenting PF cycles (preparation, key facilitation moments, outcomes, and follow-up actions).
- Conduct AGE/GESI-sensitive interviews with PF participants (municipal authorities, CSOs, refugees, IDPs, returnees, youth, women, and host communities).
- Deliver PF storytelling outputs such as:

- Narrative field stories/community profiles
- “What changed and why it matters” learning stories
- Photo stories, short videos, and other PF-linked multimedia
- Ensure ethical documentation (informed consent, safeguarding, do-no-harm).

Key deliverable: PF Documentation & Storytelling Toolkit

Develop a concise toolkit to guide videographers, photographers, and comms contributors across all PFs, ensuring consistent quality and ethical standards. The toolkit will include:

- What to document across PF1, PF2, PF3 (key moments and outputs)
- Simple interview/reflection prompts by stakeholder group
- Minimum photo/video quality standards (format, audio, framing)
- Expected outputs (e.g., short learning video, photo story) with an example storyboard
- A practical field checklist (before/during/after PFs)

The toolkit will be developed in coordination with the Samuel Hall programme team and will be applied across all PFs, including by external consultants and partners engaged for audiovisual documentation.

Deliverable 2: Website, Social Media and Digital Visibility

- Serve as the focal point for regular updates to the LLEARN website as the project’s main public-facing knowledge and learning platform.
- Upload, curate, and structure digital content, including:
 - Research outputs and summaries;
 - PF materials, outputs, and learning notes;
 - Workshop reports, tools, and guidance documents;
 - Stories, photos, videos, and podcasts.
- Manage and update LinkedIn presence, ensuring regular, high-quality posts aligned with the CDE Plan.
- Develop and maintain a content plan and posting schedule highlighting:
 - PF milestones and outcomes;
 - Key findings and learning;
 - Partner and community voices.
- Coordinate with partners to collect content and ensure timely, consistent updates across platforms.
- Support joint communications with ICMPD, the EU, and consortium partners where relevant.
- Ensure all digital content complies with EU/ICMPD visibility requirements and Samuel Hall branding.
- Contribute to visibility for Karamoja Strong, including stories, posts, and event-related content.

Deliverable 3: Programme Communications and Learning

- Support LLEARN partner teams to document key milestones, learning moments, and adaptive changes in line with the CDE Plans.
- Support the podcast team
- Develop communication products for dissemination, including:
 - PF and event summaries;
 - Learning briefs and narrative highlights;
 - Donor- and partner-facing communication materials.
- Coordinate with the LLEARN Communications Consortium to co-develop outputs highlighted in the CDE Plan.
- Coordinate with DRC as required to support CDE outputs.
- Contribute to monitoring and reporting on communications and visibility deliverables.
- Support communications planning around PF cycles (before, during, and after PFs).

Deliverables will be adjusted on a rolling basis in line with programme timelines.

Required Qualifications

- Proven experience in communications, journalism, or storytelling in development, humanitarian, governance, or displacement-related contexts;
- Experience in Migration
- Demonstrated experience producing field-based and participatory process documentation;
- Strong ability to translate complex research and multi-stakeholder processes into clear, engaging narratives;
- Experience applying ethical, community-centred, and inclusive storytelling approaches;
- Excellent writing and editing skills in English; additional East African languages are an asset.
- Familiarity with East Africa and locally led or municipal-level programming strongly preferred.

Timeline

- All deliverables under this consultancy are to be finalised by the end of the consultancy period.

Reporting and Coordination

The consultant will work closely with the Samuel Hall programme teams and report monthly on progress against agreed deliverables. Regular coordination meetings will ensure alignment with PF timelines, CDE priorities, and dissemination needs.

Expression of Interest submission guidelines

1. The Application must be submitted through email to careers@samuelhall.org. Applications sent by any other means or delivered to other email addresses will not be considered.
2. The application deadline is 30 January 2026.
3. A detailed description must be provided on how the requirements specified in the Call for Interest (CoI) issued by SH will be matched by the consultant's capabilities, experience, knowledge and expertise. The Application document should comprise the following:
 - a. A short cover letter outlining relevant experience
 - b. 2-3 examples of relevant storytelling or communication products
 - c. A daily rate
 - d. Consultant's References Checklist.
4. The Application should be submitted in English.
5. All required information must be provided, responding clearly and concisely to all the points set out. Any application which does not fully and comprehensively address the Call of Interest requirements may be rejected.