



**NATIONAL SOCIAL PROTECTION AGENCY**  
REPUBLIC OF THE GAMBIA  
OFFICE OF THE VICE PRESIDENT

**Terms of Reference**  
**Communications Assistant**

<b>Job Title</b>	<b>Communications Assistant</b>
<b>Department</b>	<i>Communications Unit</i>
<b>Reports to</b>	<i>The Head of Unit</i>
<b>Duty Station</b>	<i>Banjul, The Gambia</i>
<b>Nature of Employment</b>	<i>Full-time</i>
<b>Salary</b>	This position falls within <b>GRADE G</b> of the NSPA integrated pay scale.

**1. Job Summary:**

The National Social Protection Agency plays a central role in advancing the national social protection policy in The Gambia. It is responsible for issuing clear and consistent information, organising publicity and communication activities, hosting key events such as the bi-annual National Social Protection Conference, and maintaining a comprehensive repository of knowledge on social protection.

The Communications Assistant will provide direct technical and operational support to the Communications Unit in the planning, implementation, and coordination of all communication, publicity, and information dissemination activities of the Agency.

**The Communications Assistant will report directly to the Head of the Communications Unit.**

**2. Responsibilities & Tasks:**

- Help ensure consistent messaging and branding across all communication materials and platforms.
- Assist in maintaining relationships with media houses, journalists, and key influencers.
- Contribute to the preparation of press releases, media briefs, and other communication materials.
- Help coordinate media coverage for events, workshops, and Agency initiatives.
- Create and schedule engaging content for the Agency's website, social media platforms (Facebook, X, Instagram, LinkedIn, etc.), newsletters, and other channels.
- Support the regular updating and maintenance of the Agency's website and social media accounts.
- Assist in developing case studies, success stories, impact reports, and other knowledge products.
- Support community outreach and public awareness activities to promote understanding of social protection programmes.
- Assist with internal communication within the Agency to keep staff informed and engaged.
- Help track and analyse the reach and impact of communication activities.
- Support the preparation of periodic reports on communication activities, media coverage, and public perception.
- Perform any other communication-related duties as assigned.

### 3. Qualifications & Experience:

- Advanced / Higher National Diploma in Mass Communication, Journalism, Public Relations, Marketing, or a related field. A Bachelor's Degree is an added advantage.
- At least three (3) years of relevant work experience in communications, media relations, content creation or public affairs (experience in development, social protection, or government institutions is an advantage).
- Strong writing, editing, and verbal communication skills in English.
- Good digital communication skills, including social media management and content creation.
- Good knowledge and skills in photo and video editing.
- Experience in event support and community outreach is desirable.
- Knowledge of social protection policies and programmes in The Gambia is an added advantage.

### 4. Key Competencies:

- Excellent interpersonal and teamwork skills.
- Ability to work under pressure and handle multiple tasks simultaneously.
- Creativity and innovation in supporting communication activities.
- Strong attention to detail and organisational skills.
- Proficiency in Microsoft Office (Word, Excel, PowerPoint) and basic design/multimedia tools.
- Ability to work independently as well as part of a team.
- Willingness to travel countrywide to cover NSPA events.
- Willingness to learn and take initiative.

#### Languages

- An excellent knowledge of English (verbal & writing);
- Knowledge of at least two local languages is an added advantage

### 5. Submission and Submission Deadline:

Interested candidates should submit the following:

1. Application letter addressed to the Executive Director, National Social Protection Agency;
2. Updated Curriculum Vitae;
3. Copies of relevant academic and professional certificates; and
4. Any other supporting documents.

Applications may be submitted via email to [hr@nsps.gm](mailto:hr@nsps.gm), with a copy to [executivedirector@nsps.gm](mailto:executivedirector@nsps.gm), on or before the stated deadline.

Only shortlisted candidates will be contacted for further steps.

**Deadline: 25<sup>TH</sup> JUNE 2026 at 11:59pm.**