Centre for the Advancement and Protection of the Rights of Vulnerable People

ADDRESS: NO. 6, AINA CLOSE, ISHERI-OLOFIN, LAGOS, NIGERIA

JOB DESCRIPTION:

Media & Campaign Officer

Position Title	Media & Campaign Officer
Department	Communications & Advocacy
Reporting To	Executive Director / Program Manager
Location	Alimosho Lagos, Nigeria
Employment Type	Full-Time
Experience Level	Senior — Minimum 5 Years
Start Date	1st December 2026

ABOUT CAPRIGHTS-VP

The Centre for the Advancement and Protection of the Rights of Vulnerable People (CAPRIGHTS-VP) is a Nigerian non-governmental, non-profit organisation founded in Lagos in 2017 by four Nigerian professionals committed to the cause of vulnerable and marginalised people. CAPRIGHTS-VP works to protect, promote, and advance the rights and well-being of women, children, youth, persons with disabilities, elderly persons, child domestic workers, and other less-privileged members of Nigerian society.

Operating across all 36 states of Nigeria, CAPRIGHTS-VP is driven by the vision of a just and fair society where every person is treated equally, respected, and supported to live life to the fullest. The organisation currently runs two active programmes: a child rights and protection programme focused on ending the exploitation, abuse, and rights violations suffered by child domestic workers in Nigeria; and a youth digital empowerment initiative aimed at equipping young people in Alimosho, Lagos, and surrounding communities with practical AI and digital skills to support learning, employment, entrepreneurship, content creation, and community advocacy. Together, these programmes reflect CAPRIGHTS-VP's commitment to protecting the vulnerable and empowering the next generation.

POSITION OVERVIEW

CAPRIGHTS-VP is seeking a talented, strategic, and highly motivated Media & Campaign Officer to lead all communications, media, campaign, and information activities across the organisation. This is a senior, high-impact role that sits at the heart of CAPRIGHTS-VP's public presence responsible for shaping how the organisation communicates its mission, amplifies the voices of the people it serves, and mobilises public and institutional attention around the rights of vulnerable communities.

The ideal candidate is a creative and disciplined communications professional with deep experience across digital and traditional media, campaign strategy, content production, and advocacy messaging. They will be equally comfortable crafting a compelling social media campaign, managing media relationships, developing donor-facing communications, and coordinating high-visibility public advocacy events.

As a grassroots NGO with lean staffing and growing impact, CAPRIGHTS-VP requires a Media & Campaign Officer who brings both strategic vision and hands-on execution someone who can set the communications agenda and personally deliver on it, while building the organisation's visibility, credibility, and influence in Nigeria and beyond.

KEY RESPONSIBILITIES

1. Communications Strategy & Brand Management

- Develop, lead, and implement a comprehensive communications and media strategy aligned with CAPRIGHTS-VP's mission, programmes, and strategic objectives.
- Maintain and strengthen CAPRIGHTS-VP's brand identity, ensuring consistency in voice, tone, visual identity, and messaging across all platforms, publications, and external-facing outputs.
- Develop and manage an annual communications plan with clear objectives, target audiences, key messages, and measurable outcomes.
- Advise the Executive Director and senior management on strategic communications matters, reputational issues, and media opportunities.
- Develop and maintain a crisis communications framework to guide the organisation's response to sensitive or reputationally significant events.

2. Digital Communications & Social Media

- Manage and grow CAPRIGHTS-VP's presence across all digital platforms including Facebook, Instagram, Twitter/X, LinkedIn, TikTok, and YouTube with a clear content strategy for each channel.
- Plan, produce, and publish high-quality, engaging, and mission-aligned digital content including graphics, videos, reels, stories, infographics, articles, and multimedia posts.
- Monitor social media performance, analyse audience engagement data, and continuously optimise content strategy based on insights and results.
- Manage and maintain the CAPRIGHTS-VP website (caprightsvp.org) ensuring content is current, compelling, accurate, and aligned with organizational priorities.
- Develop and manage the organisation's email communications including newsletters, programme updates, donor communications, and stakeholder bulletins.
- Identify and respond to emerging digital trends and opportunities relevant to CAPRIGHTS-VP's advocacy and communications goals.

3. Campaign Design & Management

- Design, develop, and lead high-impact public awareness and advocacy campaigns across all of CAPRIGHTS-VP's active programmes , from concept to execution and evaluation ensuring each campaign is strategically aligned with programme goals, donor visibility requirements, and the organisation's mission.
- Develop campaign strategies, messaging frameworks, toolkits, and action plans that mobilise community members, partner organisations, government actors, and the general public around CAPRIGHTS-VP's advocacy goals.
- Coordinate campaign activities across multiple channels and stakeholders, including community mobilisation, media outreach, digital engagement, and in-person events.
- Develop compelling, rights-based campaign content, including videos, testimonials, photo essays, op-eds, radio scripts, and social media campaigns, that centres the voices and dignity of rights holders.
- Monitor and evaluate campaign performance and impact, producing post-campaign reports with lessons learned and recommendations for future campaigns.
- Identify and leverage key national and international awareness days, policy moments, and sector events relevant to CAPRIGHTS-VP's programmes, including child rights, youth empowerment, and digital inclusion for maximum campaign visibility and impact.

4. Media Relations & Press

- Build and maintain productive working relationships with journalists, editors, broadcasters, media houses, and content creators across print, broadcast, and digital media in Nigeria and internationally.
- Develop and distribute high-quality press releases, media advisories, programme updates, and organisational statements to relevant media outlets.
- Proactively pitch compelling story angles, programme milestones, case studies, and advocacy positions to appropriate media contacts.
- Coordinate and manage media coverage of CAPRIGHTS-VP's events, programme activities, research launches, and advocacy milestones.
- Prepare and brief the Executive Director and spokespersons for media interviews, press conferences, and public appearances.
- Monitor media coverage of CAPRIGHTS-VP and relevant sector issues, tracking mentions, managing the organisation's media archive, and responding to inaccuracies where necessary.

5. Content Production & Storytelling

- Produce and oversee the production of all organisational content, including programme reports, impact stories, case studies, annual reports, brochures, flyers, banners, and donor briefs.
- Lead the capture and ethical curation of beneficiary stories, community testimonials, and programme evidence in formats suitable for diverse audiences including donors, media, government, and the general public.
- Develop rights-sensitive, trauma-informed, and ethical storytelling frameworks that protect the dignity and confidentiality of rights holders and programme beneficiaries, particularly children.
- Manage and coordinate external creative contractors including photographers, videographers, graphic designers, and web developers to deliver high-quality outputs on time and within budget.
- Maintain a well-organised media library, including photographs, video footage, graphics, and publication archives.

6. Advocacy Communications & External Engagement

- Develop advocacy communications materials including policy briefs, position papers, talking points, op-eds, open letters, and petitions to support CAPRIGHTS-VP's engagement with government, policymakers, and civil society.
- Represent CAPRIGHTS-VP at relevant communications, media, and advocacy forums, conferences, and events building the organisation's profile and networks within the sector.
- Support the design and delivery of community sensitisation and public education activities, ensuring communications materials are accessible, inclusive, and culturally appropriate.
- Collaborate with programme staff on the communications dimensions of programme delivery including stakeholder engagement, community outreach, and beneficiary communications.
- Contribute to the development of resource mobilisation materials including funding proposals, donor reports, and organisational profiles ensuring strong, compelling narrative and visual presentation.

7. Monitoring, Reporting & Learning

- Develop a communications monitoring and evaluation framework tracking reach, engagement, media coverage, and campaign outcomes against set targets.
- Prepare regular communications reports for the Executive Director, Board, and donors demonstrating impact, sharing learnings, and making evidence-based recommendations.
- Contribute to organisational learning by documenting communications best practices, lessons learned, and audience insights.
- Ensure all donor communications reporting obligations are met including narrative sections of programme reports, impact stories, and visibility requirements.

8. Other Duties

In line with CAPRIGHTS-VP's lean, grassroots operating environment, the Media & Campaign Officer is expected to demonstrate flexibility and willingness to take on any additional duties assigned by the Executive Director or Program Manager. This may include supporting organisational events, contributing to grant applications, representing the organisation at public engagements, or contributing to broader institutional development initiatives as they arise.

QUALIFICATIONS & EXPERIENCE

Essential Qualifications

- Bachelor's degree in Mass Communication, Journalism, Public Relations, Media Studies, Communications, Marketing, or a closely related field. A postgraduate qualification is an added advantage.
- Minimum of 5 years of progressive, hands-on experience in communications, media, campaign management, or a closely related field with at least 2 years in a senior or lead role.
- Demonstrated experience working within an NGO, civil society organisation, development agency, human rights body, or social enterprise environment is strongly preferred.
- Proven track record in designing and executing successful public awareness or advocacy campaigns ideally spanning human rights, child rights, social justice, youth empowerment, or digital inclusion themes.
- Extensive experience managing social media platforms for an organisation with demonstrable growth in audience, engagement, and reach.
- Experience in media relations with an established network of media contacts and a track record of securing meaningful press coverage.
- Experience producing a wide range of communications content including written, visual, and multimedia formats for diverse audiences.
- Experience managing external creative contractors and coordinating multi-format content production.
- Familiarity with digital analytics tools (e.g., Meta Business Suite, Google Analytics, Hootsuite) and ability to interpret data to guide strategy.
- Experience in ethical storytelling involving vulnerable or marginalised populations including children with strong understanding of safeguarding and dignity principles.

Skills & Competencies

- Exceptional written English ability to write compellingly, clearly, and persuasively across diverse formats, tones, and audiences.
- Strong verbal communication and presentation skills confident and credible in media, public, and stakeholder settings.
- Creative and strategic thinker able to develop original campaign concepts and translate complex issues into accessible, engaging content.
- Proficiency in graphic design tools (e.g., Canva, Adobe Creative Suite) and video editing software.
- Strong digital literacy fluent across major social media platforms, content management systems, and email marketing tools.
- Excellent project management and organizational skills able to juggle multiple campaigns and deadlines simultaneously without compromising quality.
- Strong interpersonal skills, able to build effective working relationships with media professionals, community members, programme staff, donors, and senior stakeholders.
- High level of initiative and ability to work independently comfortable leading communications without close supervision.
- Genuine commitment to CAPRIGHTS-VP's mission and a deep passion for human rights, child rights, youth empowerment, and social justice including an understanding of the role of digital access in advancing opportunity and equity.
- Flexibility and resilience able to thrive and deliver in a resource-constrained, fast-moving, mission-driven environment.

- Ability and willingness to travel within Nigeria as required for programme activities, campaigns, and events.
- Photography and/or videography skills are a significant advantage.
- Proficiency in a major Nigerian language (e.g., Igbo, Yoruba, or Hausa) in addition to English is an advantage.

HOW TO APPLY

Qualified and interested candidates are invited to apply through CAPRIGHTS-VP's official Work with Us page**:https://caprightsvp.org/workwithus**

Applications must include:

- A current CV (not more than 3 pages).
- A cover letter (not more than 2 pages) clearly demonstrating how your experience and skills align with the requirements of this role.
- Two or three samples of your communications or campaign work links, PDFs, or attachments are acceptable. (This is optional)

Only shortlisted candidates will be contacted. CAPRIGHTS-VP is an equal-opportunity employer and strongly encourages applications from women, persons with disabilities, and individuals from marginalised communities. Applicants from grassroots and community-based backgrounds are particularly welcome.

Protecting Rights. Restoring Dignity. Empowering Lives.

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