



WE ARE LOOKING FOR A

# SOCIAL & BEHAVIOUR CHANGE COMMUNICATION COORDINATOR

Justdiggit is seeking a Social and Behaviour Change Communication Coordinator based in Arusha, Tanzania, to support grassroots communication and awareness-building for landscape restoration initiatives. The role focuses on developing and implementing rural communication strategies, working closely with landscape teams, partners, and media to strengthen community engagement and visibility of restoration impact. The position forms part of Justdiggit's growing Tanzania program and collaborates closely with regional and global teams to scale the greening movement.



**Location:**  
Arusha, Tanzania

**Employment type:**  
Full-time  
40 hours per week

**Start Date:** 1<sup>st</sup> May 2026.

**Reporting to:** Country  
Manager, Tanzania



## ABOUT JUSTDIGGIT

We have a hugely ambitious goal: we want to enable 350 million subsistence farmers in Sub-Saharan Africa to regreen their own land before 2030!

If we bring back nature on a large enough scale, we can positively impact climate change. Together with farmers, pastoralists, and local partners, we cool down the planet by regreening dry and degraded land in Sub-Saharan Africa. We combine traditional and scalable nature-based solutions with data, communication and (mobile) technology. Our goal is not just to regreen Africa; it's to grow an interconnected grassroots regreening movement that inspires people all over the world to DIG IN for our planet.



# KEY RESPONSIBILITIES

## 1. Social and Behaviour Change Communication and Visibility

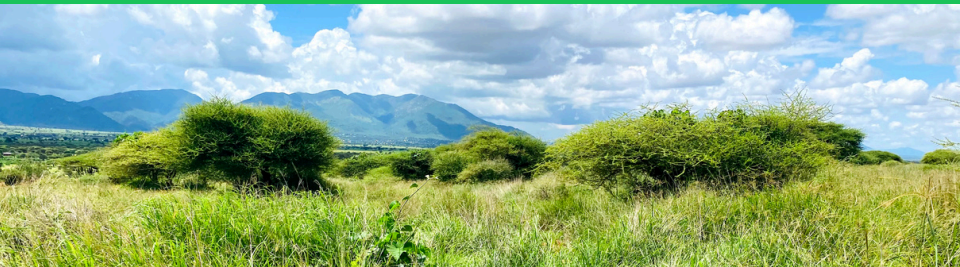
- Building grassroots communication plan for all landscapes (projects) in Tanzania
- Coordinate with Landscape Coordinators and Landscape Managers to plan upcoming communication activities and related research
- Establish the most effective rural communication techniques
- Guide and assist all filming and production expeditions both by Justdiggit and media partners
- Ensure good internal communication flow between Justdiggit offices
- Ensure strategic alignment with Justdiggit's Social Behaviour Change Communication expert
- Execute planned communication activities as per timelines and in agreement with all stakeholders e.g. movie road shows, SMS service, radio programs etc

## 2. Digital Communication & Regreening support

- Manage and oversee the budget for rural communications within the country
- Conduct field visits to gather insights that can improve Justdiggit's communication strategy
- Contribute to reporting both internally and externally
- Work closely with the Scaling team to ensure the right Digital Regreening support in the project

## 3. Partnerships & Stakeholder Engagement

- Project management including managing funder and implementation partner expectations
- Work closely with implementation and media partners
- Onboard new potential media partners for better exposure of the projects
- Work closely with the landscapes team and partners to raise awareness about our landscapes and the impact we are making





## REQUIRED EXPERIENCE & SKILLS

- Bachelor's or master's degree in communication, Journalism, Environmental Communication, Development Studies, Sustainable Land Management, Forestry, Agriculture, or a related field.
- 3-4 years of experience, with strong affiliation to landscapes restoration and Social and Behaviour Change Communication
- Demonstrated interest in sustainability, landscape restoration, and environmental or agricultural development.
- Ability to manage stakeholders is key
- Strong interpersonal skills and ability to operate independently
- Experience in planning, production and execution of different rural communication techniques/methods
- Bringing structure to projects and communication with partners
- Independent and proactive, with experience working with colleagues from a distance
- Problem solving and coordination skills
- Fluent in English and Kiswahili

## JOIN US IN MAKING A DIFFERENCE

## HOW TO APPLY

Please send your resume and cover letter to [vacancies@justdigg.it.org](mailto:vacancies@justdigg.it.org) by **10th April 2026**. Please make sure you mention 'Social and Behaviour Change Communication Coordinator' in the subject line of your email.

