Background

Global Pulse ([http://www.unglobalpulse.org/about-new](http://www.unglobalpulse.org/about-new)) is an innovation initiative of the United Nations Secretary-General on Big Data. Its vision is a future in which big data is harnessed safely and responsibly as a public good. Its mission is to accelerate discovery, development and scaled adoption of big data innovation for sustainable development and humanitarian action. Global Pulse is building a catalytic network of in-country innovation centers, which will test new tools, data and analysis, share what lessons with the global community, mainstream successful approaches for real-time impact monitoring into policymaking. The first Lab has been established in New York (Pulse Lab New York) followed by Jakarta, Indonesia and Kampala, Uganda.

Pulse Lab Kampala ([http://www.unglobalpulse.org/kampala](http://www.unglobalpulse.org/kampala)) is an inter-agency initiative of the United Nations under the Office of the Resident Coordinator in Uganda. The first of its kind in Africa, it brings together researchers from Government, the UN, non-governmental organizations and private sector to explore the utility of new sources of digital “Big Data” (such as social media, mobile data, online information) and real-time analysis techniques for social development monitoring and program planning.

A data revolution is underway in Uganda and in Africa. There is more data now than ever. New technologies are leading to an exponential increase in the volume and types of data available, creating unprecedented possibilities for informing and transforming society and protecting the environment. There is more data produced in the last 2 years than in all of human history. There is a tremendous potential in new technology; indeed, this is the forefront of the data revolution already well underway in the private sector. The new SDGs agenda will have increased demands – and opportunities- for the use of data. Pulse Lab Kampala supports the UN Country team to tap into the revolution obtaining more and better data to support development work and humanitarian action supporting:

- Enhance Early Warning: Detection of anomalous trends and patterns of events enables early warning of emerging crises and earlier responses to prevent long-term harm;
- Real-Time Awareness: An up-to-date picture of trends, hotspots and dynamic changes in population behaviour enhances programme planning and monitoring of implementation and
- Rapid Impact Monitoring and Evaluation: Timely feedback on the impact of programmes and policies allows for adaptive course correction and accelerated achievement of results.

**Working Relationships**

The Communications Officer will report to the Manager at Pulse Lab Kampala.
Duties and Responsibilities

The key functions of the Communications Officer include:

Ensures facilitation of knowledge building and management focusing on achievement of the following results:

- Develop and maintains the content of Pulse Lab Kampala’s communications materials;
- Support the development of best practices and lessons learned directly linked to Pulse Lab Kampala’s goals and activities;
- Contribute to knowledge networks and communities of practice including communications repositories;
- Manage the Pulse Lab Kampala’s email database;
- Participates in brainstorming sessions in the Lab to define activities under Track 1 and track 2.

Provides support to the monitoring of trends and latest developments relevant to data innovation and Pulse Lab Kampala’s research activities focusing on achievement of the following results:

- Identify issues and trends of significance to Pulse Lab Kampala;
- Actively keep track of events and conferences and statements of interest to Global Pulse and Pulse Lab Kampala;
- Keep Pulse Lab Kampala team abreast of activities in the innovation community in Uganda.

Devise and follow a social media plan for promoting the activities of Pulse Lab Kampala focusing on the achievement of the following results:

- Manage digital engagement with key audiences via Pulse Lab Kampala’s social media channels;
- Develop blogposts and news content for the Global Pulse/Pulse Lab Kampala website, ensuring consistency of materials and messages;
- Regularly monitor references to Global Pulse and Pulse Lab Kampala online including daily
Twitter, reports in Government and UN documents and public news outlets;

- Monitor, analyse and share the latest developments in areas of relevance to the Global Pulse initiative, including emerging technologies for social change, mobile data collection and advocacy.

Provides support to the planning, design and implementation of internal and external strategies for communications and outreach focusing on achievement of the following results:

- Contribute to the implementation of Pulse Lab Kampala’s communications strategy and work plan;
- Provide inputs for communications materials in alignment with UN Global Pulse guidelines;
- Ensure that all Pulse Lab Kampala’s external communications have a consistent style;
- Assist in the organisation of Pulse Lab Kampala events (including workshops, competitions, innovation camps etc.) as required;
- Represent Pulse Lab Kampala at meetings of UN inter-agency communications groups;
- Assist with the preparation of Pulse Lab Kampala-related inputs for statements of senior Government and UN officials;