

**PERFORMANCE PLAN**

* Supervisee and Supervisor must set department goals for the employee
* Highlight the estimated date for each goal/objective to be achieved.
* Discuss probable barriers the employee might face and suggest solutions, this will also feed into the Individual Development Plan

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| **Employee Name: Isabella Michael** | **Job Title: Advocacy Specialist** |
| **Department: Communications and Advocacy** | **Performance Period: January 01 – December 31 2025** |
| **Date: 31 January 2025** | |

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| **Key Deliverables** | **Activities** | **Timelines** | **Success Indicators** | **Support Department** |
| Communication and Advocacy 40% | * Coordinate the planning and implementation of advocacy initiatives of ALL SAYWHAT national and regional projects, observing key commemorations, monitoring developments in public health, and education, including child protection, and securing participation at national, regional, and international advocacy spaces. * Lead the strategic planning, resource mobilization, and seamless execution of ALL flagship events, ensuring alignment with organizational goals, and fostering partnerships with private sector, key service providers, media, policy makers, CSOs, students and youth. * Ensure production of comprehensive high-quality reports for all flagship events, the *Observer* newsletter, and annual reports (including provision of report writing and design support for donor/projects reports) - capitalizing on emerging technologies to publish and disseminate. | Ongoing | * By the end of 2025, deliver targeted advocacy campaigns aligned with at least 6 key health, education, and child protection commemorations to maximize stakeholder engagement and awareness. * Contribute to and secure SAYWHAT representation at national, regional, and international health and education advocacy spaces by December 2025, ensuring participation across all three levels. * Timely produce, review, and disseminate key advocacy outputs, including the Tripartite Education Advocacy Strategy, rapid gender analysis policy briefs on education, a validated policy tracker on education commitments. * By the end of 2025, successfully coordinate ALL flagship events, securing external funding/ support (min USD$100k) to address budget deficits ensuring all events achieve +80% positive stakeholder feedback. * Secure a minimum of 5 mentions on both traditional and new media outlets for all flagship /advocacy initiatives * Publication of the 2024 Annual report(s) by March 2025, 3 newsletters by December 2025, and ALL flagship events reports within 6 weeks after each event. | ALL departments |
| Digital Media 40% | * Package SAYWHAT PLUS, develop, and implement a comprehensive communication and branding strategy to systematically go beyond SRHR (incorporating education, child protection, and intersecting public health issues such as climate change, DSA, mental health, and NCDs). * Facilitate content creation and design for ALL SAYWHAT channels of communication – enhancing the quality of the Studio of Choice content, optimizing video/reel engagement on social media platforms to grow following and reach (including for monetization payouts on Facebook). * Package the Studio of Choice, develop, and implement a comprehensive communication and branding strategy to position the studio as a resource mobilization tool capable of attracting new customers and stakeholders. * Develop/ Update all missing communications and Media policies incorporating ICT, writing templates, branding guidelines, social media, documents repository, and crisis communication. * Make efforts to enhance Smart Learners Hub user experience. * Make efforts to complete the development of SIRTIS and train secretariat on SIRTIS and MS365 SharePoint to ensure SAYWHAT has a functional digital repository system for ALL its documents. | Ongoing | * A well-defined, validated SAYWHAT PLUS branding framework launched and promoted on digital platforms by end of Q2 2025. * SAYWHAT website reflecting SAYWHAT PLUS, 100% of ongoing projects, movement building, and the volunteer incubation hub by August 2025. * Achieve at least a 50% improvement in stakeholder awareness and reception of SAYWHAT PLUS through surveys, and digital engagement metrics by end of 2025. * High-quality studio productions and IEC materials designs. * Improved following and reach of SAYWHAT Instagram, LinkedIn, TikTok, X, and YouTube by 10% - with a dramatic 47.3% increase on Facebook to reach 100,000 followers, by December 2025, securing Monetization of Facebook by Q3 of 2025 with a minimum $500 payouts/month (estimated 16.7 million views/month). * Increased studio visibility and positioning as a preferred service provider, attracting a minimum of 5 new customers by December 2025. * All missing policies signed and enforced by end of Q2 2025. * A 10% completion improvement on the Smart Learners Hub by year end. * Completion and secretariat full utilization of SIRTIS and MS 365 SharePoint. | ALL Departments |
| Human Resource Management 10% | * Recruit and train 5 competent student and youth volunteers to actively support the planning and execution of flagship events. * Mentor 5 young people on writing to actively support the department story telling approach on social media, website blog, newsletters and reports. * Assign performance objectives for my supervisees, providing mentorship, and conducting quarterly appraisals | Ongoing | * Ensure at least 80% volunteer participation across all flagship events, and writing initiatives with positive feedback from stakeholders on the quality of contributions. * Timely submission of appraisal reports demonstrating improved performance by team members | HR, Programs, Executive Director’s Office |
| Management Committee membership and participation 10% | * Full participation in the management committee meetings, sharing departmental progress, and advocacy insights. * Timely execution of assigned tasks. | Monthly | * Timely submission of monthly reports and any additional tasks to the Executive Director | Management |

**DEVELOPMENT AND LEARNING ACTIVITIES**

*NB: - List the professional pieces of training you may need to be more efficient in your profession and professional associations to subscribe to based on your performance plan*

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| 1. Mentorship and Leadership skills development |
| 1. Advocacy and policy development |
| 1. Project Management Training |

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| **AGREEMENT OF WORK PLAN** | |
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| **Signature of Supervisor:** | **Date:** |
| **Signature of Supervisee:** | **Date:** |