



ENOCK GYAN

Communication For Development Practitioner in Accra, Ghana

Portfolio

Research Uptake

I believe that research is a tool to drive better practice and thinking and continually engage stakeholders to ensure that policy advice is accurate and relevant. In my current role at T-TEL, I coordinated a Learning Summit for some 150 education stakeholders to share key findings emerging from the programme, and to explore the opportunities for taking the evidence forward in their institutions as well as the wider teacher education policy arena. The Minister for Education, Dr. Matthew Opoku Prempeh delivered the key note address. Read full learning summit report here: <http://bit.ly/2ngkg5c>



Strategy & Development

I specialise in creating and delivering communications strategies that deliver optimum results. In my current role at T-TEL, I conceptualized and led the setting up of a teacher education media advocacy coalition. Members of the group, comprised of 40 journalists across the country have become media champions for the teacher education reform agenda in Ghana. View photos from a media capacity development workshop in Accra on flickr: <http://bit.ly/2B3NL03>



Skills & Training

I have an extensive track record of providing skills development and training staff to instil effective ideas and practice for project communications. I have organised and facilitated digital/social media training to partners and staff in my roles at STAR Ghana and T-TEL. Read a Facebook post on one of T-TEL's monthly comms surgery designed to strengthen internal communications and learning <http://bit.ly/2jEzqgx>



Communications & Campaigns

I have expertise in creating compelling communications and campaigns that reach a broad range of stakeholders and consistently ensuring that project events get significant coverage across a multitude of platforms. At UNFPA Ghana, I worked closely with the National Focal person for communications and the Ministry of Local Government, Rural Development and Environment to organise the National Launch of the Campaign on Accelerated Reduction of Maternal Mortality in Africa Report. Watch

Video of the launch by H.E President John Dramani Mahama here: <http://bit.ly/2kjRSe6>. At T-TEL I led the launch of Teachers Make our Nation-a public information campaign on why we need Teacher Education Curriculum Reform to ensure high quality teaching and learning in Ghana's schools. Visit the campaign page here; <http://bit.ly/2C0cvDS>



Design, Digital & Analytics

I understand the fast-changing digital environment, and use a range of effective and engaging modern tools in my communication efforts (Info-graphics, Animation, Videos, e-news bulletins, blogs and social media). To know what is really working and what is not, I use a range of analytics tools to track and measure Website/Social Media performance, SEO performance, Content Analytics and User Tracking among others. See samples below:

