
TITLE: COMMUNICATIONS LEAD
JOB NUMBER: 20241204-CL
REPORTS TO: PRESIDENT/COO
SUPERVISES: NOT APPLICABLE

I. INTRODUCTION

The Visiola Foundation is a non-profit organization that invests in African girls and young women from disadvantaged backgrounds through education, training, and mentoring in the science, technology, engineering, and math (STEM) fields. It has directly impacted over 15,000 African girls and young women from 12 African countries since 2014. The organization further stimulates the interest of African women in the STEM fields from an early age by building their confidence and curiosity through its engaging, hands-on after-school STEM clubs and STEM camps. The Foundation now wishes to recruit an experienced Communications Lead to develop its strategic communications plan and to leverage marketing and communications provide visibility of its impact.

The Comms Lead will report directly to the President, while awaiting the COO to take up the role.

II. CORE COMPETENCIES

The Communications Lead must possess all the following competencies:

- A self-starter with good problem solving skills, who is resourceful and who takes initiative.
- Someone who is able to work independently and to be organized in his/her work to ensure that tasks are completed in a timely manner.
- Strong emotional intelligence with excellent communication skills and professionalism when dealing with clients and partners.
- Confident but humble, with a good sense of humor.
- Unimpeachable integrity with strong values and ethics.
- Advanced organizational skills and ability to handle multiple tasks.
- Strong interpersonal skills with a willingness to go the extra mile to achieve set goals.

III. FUNCTIONS AND RESPONSIBILITIES

The Comms Lead will craft an effective plan to promote the Foundation's profile through integrated communications strategies, build relationships with relevant media houses, design and publish regular newsletters, reports, and other marketing materials, write compelling speeches, draft presentation materials, and ensure strong media coverage for the Foundation. The role requires strong emotional intelligence, maturity, and good judgment in juggling competing priorities and ensuring appropriate messaging in Foundation communications.

The Comms Lead will be responsible for delivering the following:

- A comprehensive Strategic Communications Plan.
- Developing a Style Guide for the organization.
- Developing branding and marketing materials and advising on placement.
- Supporting the President and team with messaging, writing pitches, creating presentations, and other strategic communications.
- Supporting the development of thought-leadership in STEM education for African girls and young women globally.
- Developing reporting guidelines for engagement with students and schools.
- Supporting the President and team with donor reporting.
- Creating the Foundation's Annual Report.
- Managing the Foundation's social media engagement and posts.
- All other relevant tasks that may be assigned.

Competencies:

- An excellent command of English grammar.
- Excellent writing, editing, and proofreading skills.
- Deep understanding of the media and communications landscape, with a track record of generating and copy-editing communications products.
- Proficiency in communications product design, including layout, graphics, and formal/legal requirements.
- Experience in managing and updating content across media platforms, including traditional and social media outlets.

Attributes:

- A self-starter who can readily develop quick drafts and edit over multiple iterations to perfect communications.
- Technologically savvy and results driven.
- Excellent skills in stakeholder management, networking, and relationship-building.
- Ability to multi-task without missing deadlines.
- Integrity, credibility, and commitment to getting the job done.

Experience and Qualifications:

- At least 8 years of writing and communications management experience, with a track record of producing clear, concise, and accessible communication products.
- Master's degree in Business Communications, Digital Media, or Marketing from an accredited university.
- An excellent command of spoken and written English.
- Strong aptitude for managing multiple workstreams simultaneously.
- Outstanding organizational skills including the ability to set priorities, develop work plans towards multiple goals, monitor progress and track details on information and activities, and be held accountable by the President.
- Strong interpersonal skills with good aptitude for pro-active communication and transparency, patience, and perseverance.

- Ability to excel and maintain a positive attitude in a high-performing, fast-paced environment, while managing multiple activities under tight deadlines.
- Public speaking experience would be a plus.
- Aptitude in written and spoken French would be a plus.

To apply for this position please submit a single pdf including both a Cover Letter and CV indicating your relevant skills and experience for this role to careers@visiolafoundation.org with subject, "Application to Comms Lead Position." Applications will be accepted until a suitable candidate is identified.

No phone calls please. Only candidates whose backgrounds fit the above profile will be contacted for interviews.

Female candidates are strongly encouraged to apply.

V. REMUNERATION PACKAGE

We offer an attractive remuneration package that is competitive within the local nonprofit sector, and that is commensurate with the candidate's experience. The package includes medical insurance, transportation, and other allowances, as well as a performance based incentive bonus.