



## **We are hiring a Communications Lead**

*Exciting job opportunity with Africa's leading startup and business accelerator*

# JOB DESCRIPTION: COMMUNICATIONS LEAD

## About us:

GrowthAfrica is one of the continent's leading impact accelerators and we are looking for new talent to join our quest to grow the continent's promising impact enterprises into prosperous and successful members of our societies, creating much needed job opportunities, economic wealth and social transformation.

We drive investment- and market-readiness through cohort-based programmes, projects and tailored support services. We work hard to ensure that local and international enterprises increase their rate and scope of success, be it during the startup, growth or expansion stage.

Through access to capital, markets, technology and knowhow we have since 2002 supported over 1,800 businesses flourish. We focus on innovative and scalable post-revenue start-ups and growth SMEs led by ambitious entrepreneurs.

Headquartered in Nairobi, we currently run activities across the region and are in an ambitious geographical expansion phase. You will join a youthful, international and ambitious team. We are now 20 and growing.

## About the role:

As the Communications Lead you will be operationally and tactically responsible for driving the GrowthAfrica's brand towards all stakeholders: Funders, investors, prospective applicants for our startup programmes, partners, potential clients, alumni and employees etc. You will be working with the co-development, execution and follow-up on the organisation's communications strategy. Integral to the role is the operational and tactical development of a core base of communication resources covering among others: programme templates, profiles and presentations, press releases and interview guidelines.

This will include representing the firm at relevant forums, development of copywriting for presentation materials and assisting in the development of external proposals and drafting of partnership agreements, as well as reporting to funding partners.

Your responsibilities will include:

- Drawing attention of investors, funders, partners and mentors to GrowthAfrica and our ventures
- Co-creation and implementation of communications towards GrowthAfrica's complex web of clients and stakeholders in mind
- Attracting high-potential and growth-oriented start-ups and ventures to our acceleration programmes and other services
- Positioning GrowthAfrica in relevant on- and off-line media especially outside Kenya by developing, documenting and maintaining public relations
- Bringing a data and research supported approach to our communications and positioning
- Developing and refining copywriting for on- and offline plus social communications channels
- Development of communications templates and resources, e.g. interview guidelines, profiles and presentations
- Draft periodic reports for funding partners; communicate impact data and derived insights
- Assisting in the development of funding and partnership proposals
- Providing communications related advice and support to our ventures, e.g. investor briefs, pitch decks
- Driving internal communications protocols and policies; train staff on the same

## Who we are looking for:

- You have clear results in implementation of corporate communications
- You can position a brand to stakeholders from diverse geographic and socio-economic backgrounds
- You have a strong attention to detail; meticulous and hardworking
- You are a people's person who enjoys personal contact with a wide range of stakeholders
- You are resourceful and simply roll up your sleeves to get stuff done. In our environment, we substitute a corporate budget with creativity, network and team work
- You have 6-8 years of work experience, hereof at least 3-5 years in communications in a company
- You have been involved in the developed organisational strategies relating to communications
- Good skills in report creation and copywriting
- You regularly demonstrate leadership by contributing beyond your area of responsibility
- You have impeccable verbal and written English communications skills
- You are a team-player and you inspire colleagues to collaborate on communications
- Undergraduate degree in communications-related studies and a graduate degree, preferably in business-related studies (e.g. MBA)
- Experience in developing fundraising proposals and donor-communication is an advantage

## You have the cultural fit to work in GrowthAfrica if:

- You are passionate about seeing Africa's growth through business and entrepreneurship
- You are excited to walk hand-in-hand with entrepreneurs and businesses across Africa
- You are concerned with social issues and innovative approaches
- You thrive working in fast a growing environment and are flexible to adapt to changes
- You are open to working when and where the work needs doing (this occasionally includes weekends)

## Why work with us?

- Purpose-driven organisation and role
- Get exposed to start-up's realities. You will walk in the shoes of high potential entrepreneurs. Their success is our success
- Learn about innovation across the continent and design your own personal and professional learning journey and career path
- Become a member of a highly committed, international team
- Your work involves interaction with top entrepreneurs, senior executives, investors, funders and corporates
- We offer a good base salary with performance-based incentives

## Other information

This opportunity is based in Nairobi, Kenya. We will arrange a 3-months' probation period with learning and performance objectives. We aim to select the candidate by 15<sup>th</sup> June 2018 and have you join our team in July 2018.

## Want to apply?

- Send your CV in PDF format to [careers@growthafrica.com](mailto:careers@growthafrica.com) with the name of the role in the subject line
- Deadline for this application is **16<sup>th</sup> July 2018**. If the role is not filled by then, we will still accept and review applications on a rolling base
- The selection process will involve a personality test and work assignments



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