



We are hiring a Communications Lead

Job opportunity with Africa's leading accelerator and entrepreneurship advisory firm

JOB DESCRIPTION: COMMUNICATIONS LEAD

About us:

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

We drive investment- and market readiness through cohort-based programmes, projects, and tailored support services to entrepreneurs across Africa. We work hard to ensure that entrepreneurial ventures increase their rate and scope of success during the startup, growth, or expansion stage.

Through access to capital, markets, technology, and know-how, we have since 2002 supported over 2,000 businesses flourish. We focus on innovative and scalable post-revenue startups and growth SMEs led by ambitious entrepreneurs.

Headquartered in Nairobi, we run activities across Africa. You will join an international, passionate, and ambitious team of 34 across 6 countries.

About the role:

As the Communication Lead, you will be responsible for building effective internal and external communication, driving the communications strategy, and ensuring all communications activities across the organisation are working together effectively in alignment with the organisation's strategic objective.

The Communications Lead will enhance internal and external communication and grow the brand value to key stakeholders: funders, entrepreneurs, employees, and partners. You will lead in the strategic planning of communication activities and be responsible for communicating the organisation's outcomes and insights in a consistent and engaging messaging.

This position is a full-time role accountable to the Managing Director, with supervisory responsibilities for a Communications Specialist and a Communications Associate.

Key responsibilities:

Strategy development

- Develop and oversee the implementation of a cohesive organisational communication strategy
- Plan and implement a thought leadership strategy
- Build and develop strategic partnerships and opportunities to grow the brand and its position
- Develop and manage an internal communications strategy working closely with the Head of Talent and Human Capital to engage and connect our teams across countries.

Content development

- Develop the internal engagement content and manage the team site (intranet)
- Develop a concept for communicating our impact and highlight success stories
- Develop a concept for a results-focused communication (data, learning and insights) to donors, funders partners and other external stakeholders
- Launch and continuously develop and evolve best in class content for our stakeholders through newsletters, press releases, videos, articles etc.
- Develop and review key publications (white papers, thought leadership, reports)

- Extract, comment on and package content to an external and internal audience from reports
- Monitor companies social media and online presence for continuous improvement of our content
- Write content both for the print, web including website, blogs, brochures and newsletters
- Propel GrowthAfrica's brand image through consistent messaging
- Develop media-worthy content and liaise with media to help our brand gain exposure in local, national and international media

Resource development

- Develop, review and enhance all communication materials needed for internal and external activities
- Support in developing and improving materials required in support of tender proposal and replies to RFPs
- Development of brand assets (textual assets and printed collateral)
- Developing and updating communications templates, presentations, guides, policies, toolkits, and fact sheets
- Document and test communication assumptions into best practices

Internal communications

- Implement tools that enhance effective internal communication
- Train staff in communication skills with a focus on email, reporting and written communication
- Develop a strategy for onboarding new countries in terms of communication, incl. development of onboarding resources in communications
- Train staff on the use of internal communications resources, brand assets and practical application of the same
- Develop and continuously improve internal communications protocols and policies
- Package and disseminate guidelines, policies, plans and drive change management
- Centralise team communication and enhance the adequate flow of information
- Knowledge management for internal team use

Events

- Communication planning and implementation of signature events (e.g. Gazelle Forum and Anniversary)
- Planning, execution and sharing insights from focus group sessions

Reporting, documentation, and learning

- Define department processes and operational planning
- Set monthly, quarterly, and annual targets, track, and report on same, review and adjust strategy accordingly
- Set targets, track performance, analyse and document insights and key learnings
- Ensure team learning and development

Desirable qualifications:

- A minimum of a bachelor's degree (Master's degree is an added advantage) in media, PR, journalism, communications and/or marketing
- Min. 8 years of relevant experience in strategy, internal and external communications, and stakeholder relations
- Sufficient knowledge of vital global themes such as climate change, circularity, sustainability, entrepreneurship and well versed on what is happening in the entrepreneurship ecosystem across Africa and beyond is an added advantage.
- Excellent communication (written and verbal) and content development skills
- Proven experience in the power of telling stories that drive engagement
- Demonstrated skills in copywriting, donor report writing, resource development and team management
- Experience in the use of e-newsletter tools, WordPress, SEO and Google analytics, scheduling tools, photo, video and design tools (Photoshop, Illustrator, Canva, InDesign)

- Excellent in producing accurate and quality work as well as managing multiple priorities
- Ability to meet strict deadlines and deliver timely work
- Strong networking and relational skills
- Meticulous and strong attention to detail
- Confident professional with good presentation skills
- Strong planning and organisational skills
- Capable of working independently and taking initiative, as well as collaborating with teams

Why work with us?

- Be part of a vibrant, international, and diverse team that is passionate about Africa and is part of the solution to growing the continent through entrepreneurship
- Gain growth and exposure through your work interacting with top entrepreneurs, senior executives, investors, funders, and corporates

Other information

This opportunity is based in Nairobi, Kenya and serves GrowthAfrica's offices and activities across Africa. We aim to have you join us by February 2022.

The selection process will involve an interview, a personality test and a practical work assignment

To apply

- Go to our website to the page www.growthafrica.com/jobs-internships/ and in the section "Current openings" go to the job opening **Communications Lead**. Click "Apply" and provide the requested information and then upload your CV and introduction letter.
- Open for applications now to close on **31st January 2022**



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