



Communications and Marketing Executive Job Description & Person Specification

Job ref:	CMC/M
Job title:	Communications and Marketing Executive
Salary:	£27,000
Appointment Type:	Staff p/t (4 days pro rata)
Tenure:	Fixed term 12-month contract
Location:	London
Responsible to:	ABC Programme Manager
Start Date:	November 2021

INTRODUCTION AND BACKGROUND

AFFORD was set up in the UK in 1994, with AFFORD Europe set up in 2019 to carry out specific functions of the organisation's work in Europe. AFFORD's mission is "to expand and enhance the contribution of the diaspora to Africa's development." AFFORD is a pioneer and innovator in the field of policy and practice of 'diaspora and development.' It continues to act as a catalyst, concept-tester, and exemplar in the sector; it seeks out, supports and enhances the capacity of actual and potential change-makers amongst diaspora organisations and individuals.

AFFORD continues to build on its exciting and innovative programmes focused on diaspora finance and decent job creation in Africa. The most recent one is the AFFORD Business Centre (ABC) West Africa programme, co-funded by the Swiss Agency for Development and Corporation. ABC West Africa aims to stimulate diaspora investment across Europe and Africa to create jobs and enhance Africa's social economy. AFFORD believes strongly in the power of Africa's diaspora to drive long-term economic growth and prosperity.

ABC West Africa is one of several programmes within AFFORD Diaspora Finance (ADF) which brings together a series of programmes, schemes and initiatives aimed at promoting, stimulating, and harnessing diaspora investment and philanthropy opportunities for job and wealth creation. ABC aims to be a catalyst for efficient and effective development of the African social economy.

AFFORD is at another ambitious stage in its 27-year history, as it seeks to change the paradigm of 'doing' development, remain relevant and sustain its impact in Africa and Europe over the long-term. In redefining development, the next few years will see a significant shift towards a more socially entrepreneurial organisation, through projects such as the Remitplus Rwanda Diaspora Bond (RRDB) for the development of affordable social housing; advocating for the return of stolen African artefacts through its Return of the Icons (ROTI) project; engaging diaspora to invest money, time and skills to support SME development and decent job creation (ABC); among other similarly ambitious and exciting projects.

JOB SUMMARY

In line with AFFORD's next steps of growth, we are looking for a young and ambitious professional looking to step into the role of Communications and Marketing Executive who will play a pivotal role in leading and supporting all marketing campaigns, business support and brand activation across the charity.

You will have excellent communication and organisational skills, be proactive, creative, and eager to learn with the ability to guide, provide upward-management, motivate others, and sell a vision. You will be comfortable working independently and as part of a team.

This is a great opportunity for an enthusiastic and motivated marketing professional with knowledge of the full marketing function to join an organisation where no two days are ever the same, and where you can continue to grow your career within the development sector with a focus on Africa. If you are passionate about marketing and Africa, and if you like bringing people together for a common goal and creating the best outcomes, then we would love to hear from you!

The ideal candidate must have a strong interest in marketing and communications with a particular focus in the development of Africa. You will also have an appreciation for the marketing function and the channels that support it with strong administrative and communications and marketing skills. In the role, and where required, you will have access to well-experienced and professional communication experts who will provide strategic guidance and output-focused contractual support. You will need to be a quick learner, able to listen but also able to demonstrate lots of enthusiasm and initiative so you can hit the ground running in a busy and productive team.

CORE DUTIES & RESPONSIBILITIES

The core responsibilities of the Communications & Marketing Executive, among others, is to enhance communications reach and impact by:

Outward facing

- Designing and launching campaigns and developing content and presentations to increase awareness of diaspora interventions, market conditions and relevant business opportunities produced collaboratively with project partners. This includes writing and developing marketing campaign material and communications content marketing strategy.
- Working across a range of channels and communication tools, both digital and offline to ensure campaigns are maximised.
- Growing the AFFORD database in the context of GDPR, Brexit, and AFFORD's multi-country approach and ensure better alignment with the new business model and fundraising goals.
- Managing and developing AFFORD's brand and communications work; outsourcing specialised areas and 'inward facing' work to existing AFFORD communications consultants as relevant, identifying quality suppliers and platforms to ensure excellent creative output and budget efficiency.
- Engaging with relevant stakeholders to organise and support activities (including organising events) that add value to AFFORD's brands as well as engaging with and bringing more global debates on diaspora and migrant contributions to development to the fore.
- Coordinating with staff and project/country partners, managing the communications team to ensure that day to day marketing support and guidance is provided to team members, ensuring timely delivery and focused planning.
- Managing workload, prioritising, and scheduling activities and directing the allocation of work to meet deadlines for multiple different marketing activities, PR communications and events.
- Delivering all work in line with sector and industry guidelines

Inward facing (specialised areas to be outsourced to in-house communication consultants)

- Re-developing and implementing AFFORD's communication and social marketing strategy ensuring it aligns with AFFORD's 2020 - 2024 strategic plan and incorporates current AFFORD priorities – in particular, the development of a hybrid model of working within a multi-country context and the alignment of an enhanced governance which will include new standing committees. This includes contributing to the development of the new business model and fundraising strategy by advising on strategic development of marketing and campaign activities for AFFORD; brand guardianship across marketing and campaigns in areas of responsibility; and developing and advising on marketing plans for projects, ensuring that campaigns are measured to assess impact and effectiveness.

- Overseeing and managing the (re)development and re-design of AFFORD's website and brands, CRM and improving their usability, design, and content.
- Advising and supporting marketing plans for wider engagement; audience planning and targeting to achieve core marketing objectives.
- Providing regular marketing and impact reports as required to M&E, and Executive Team.

KEY DELIVERABLES:

The Communication & Marketing and Marketing Manager/Executive will be expected to progress AFFORD's Communications Strategy by driving the achievement of the following key deliverables:

Outward facing

- **Multimedia Campaigns:** Design and launch multimedia, public relations and information campaigns to increase awareness of diaspora interventions, market conditions and relevant business opportunities produced collaboratively with project partners. This includes but not limited to current projects - AFFORD Business Centre (ABC), Diaspora Experience, AFFORD Diaspora Finance (ADF), RemitPlus Rwanda Diaspora Bond (RRDB), Return of the Icons (ROTI) and emerging sub campaigns.
- **Website & social media:** Organise, manage and oversee the day-to-day tasks and operations in relation to the AFFORD website and related social media channels; and ensure that relevant content is uploaded and updated regularly. This includes developing content for social media, e-newsletters and publications – including articles, photography, and videos, and promoting them on different social media channels; proof reading and editing information, publications and articles and organise distribution of these online.
- **Platforms & Networking:** Assist with the preparation of templates and guidance for networking and platform-building on thematic basis amongst partners; and facilitate an active learning network and collaboration with partners; work closely with project leads to create campaigns and strategic approaches to raise project profile, services, reach and engagement.
- **Media Representation:** Act as media representative for AFFORD and make credible and authoritative presentations on behalf of AFFORD; and undertake other formal and informal media and communication briefing activities to enhance reputation of AFFORD and expand its influence and impact.
- **Updates and Reports:** Produce, regular weekly updates, promote and disseminate monthly digests (AFFORD newsletters), quarterly newsletters (RRDB), annual reports and other forms of communication using diverse online and social media channels in line with the AFFORD communication, engagement and social marketing strategy.
- **Event management:** Organise and manage events, create and maintain a content calendar.

Inward facing (specialised areas to be outsourced to in-house communication consultants)

- **Communications Strategy:** Revisit the communications plan taking into account a hybrid model of working within a multi-country context, including the use of platforms like 'WhatsApp' for regular communication, Zoom, Teams etc for meetings and webinars, protocols on how to use various social media including Facebook and communication with / for an enhanced governance including new committees.
- **Updates and Reports:** Produce monthly digests (AFFORD newsletters), quarterly newsletters (RRDB), annual reports and other forms of communication
- **Research, Publications and Marketing Materials:** Manage the research, editing, publishing, updating, promotion and dissemination of specific AFFORD publications; as well as the design and production of marketing materials, and maintaining a photo library.
- **Policies and database:** Rebuild AFFORD's audience in line with the organisation's direction of operational sustainability and economic growth in Africa, have a firm understanding of GDPR and ensure that AFFORD remains compliant across multiple operating countries; manage AFFORD's database and CRM updating process including functionality and usability; provide risk management and contribute to AFFORD's risk register from the communications perspective.
- **Media and Communications Team & Standing Committee:** Under the guidance of the Executive Director, build the Communications Team (staff/consultants, suppliers and volunteers); and assist with

the creation of a media and communications standing committee of diverse communication experts and provide administrative and implementation support.

Criteria	Essential/Desirable	Evidence
		A=Application I = Interview
<u>Educational Qualifications</u>		
Postgraduate degree in communications, international development or other relevant field.	Essential	A
<u>Experience</u>		
Enthusiasm (or experience of), in creating and running successful communications and marketing campaigns in niche areas with minimal budgets using social media and other platforms	Essential	A, I
Professional experience in IT, communications, journalism, media studies, marketing, policy studies or other relevant field, with the ability to use software relating to websites (e.g., Word Press), databases (e.g., Salesforce), presentations (e.g., PowerPoint), consultations (e.g., Survey Monkey) and MS Office and email marketing platforms (Mailchimp)	Essential	A, I
Experience of proactively creating, editing and uploading appropriate technical and professional written and audio-visual content and updates to websites, YouTube, Facebook, Twitter and other online and social media channels.	Essential	A, I
Engaging media, coordinating, and making public representations on behalf of AFFORD	Desirable	A, I
<u>Skills, Knowledge and Capabilities</u>		
Excellent skills in public and online presentations; and experience of working in roles involving formal and informal communication with people from diverse cultural and professional backgrounds.	Essential	A, I
Oversee and manage the production process of high quality corporate materials and formats for internal and external communication.	Essential	A, I
Ability to organize and oversee / manage multi-stakeholder and high-quality events that bring together policymakers, academics, practitioners and other stakeholder	Essential	A, I

Ability to motivate volunteers and stakeholders to engage in, and manage networks	Desirable	A, I
Knowledge and experience of SMEs in the context of developing economies, diaspora investment/contribution, migration and development issues.	Desirable	A, I
Knowledge of diaspora, migration and development issues	Desirable	A, I
Ability to work to tight deadlines, multi-task and prioritise tasks and activities.	Essential	A, I
Have a good eye for detail	Essential	A, I
Experience of project management	Essential	A, I
Able to follow guidance and instructions and be willing and open to learning new approaches	Essential	A, I
Have an understanding of organisational reputational damage, crisis communications management and risk management.	Essential	A, I
Ability to conceive, design, organize and manage successful Public relation, information and multimedia campaigns in Europe and Africa	Essential	A, I
Bilingual – Ability to communicate in second language preferably French	Desirable	A, I

Values

Commitment to the principles, ethos, and work of the AFFORD organisation.	Essential	I
Commitment to equal opportunities and working in a diverse environment.	Essential	I
Strict commitment and understanding of the principles and needs of confidentiality.	Essential	I
Demonstrable loyalty, honesty, and integrity.	Essential	I

Status

Applicant must have the legal right to work in the U.K.	Essential	A, I
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Please submit your CV and cover letter stating your suitability for the position by email to Sylvia@afford - uk.org.

The closing date for receipt of applications is the 13th of November 2021

Please note that only successful applicants will contacted. Interviews will be held during the week commencing the 15th of November 2021

