

Title: Fellowship Marketing Manager

Ref No: TFU/2021-004

Positions: 1

Reporting to: Head of Programs

Contract duration: 2 years (renewable)

Duty station: Kampala

About Teach For Uganda

At Teach For Uganda (TFU), we believe that every child in Uganda regardless of their socio-economic background deserves an opportunity of an excellent education. Our mission is to build a movement of diverse and capable leaders who will work to end education inequity in our country. We recruit, train and place top university graduates and young professionals in high need primary schools across Uganda to serve as full-time teachers committed to transforming the education outcomes of less-privileged children through significantly improving their achievements and aspirations in a 2-year teaching fellowship.

Position overview

Teach for Uganda, a local non-government organization is seeking to hire **a young vibrant and creative** Fellowship Marketing Manager to lead and coordinate recruitment, selection and matriculation of passionate talented university graduates and professionals into the fellowship. This role is central to our strategy and growth as an organization and therefore this individual will be responsible for steering the recruitment process from conceptualization, strategy to execution. He/she will also engage a wide range of stakeholders that include universities, corporates and non-profits, with the goal of expanding outreach, building partnerships, and raising awareness of the education crisis in Uganda and the role that all citizens can play in solving it.

Performance Objectives

Design a recruitment and selection strategy (30%)

- Develop and execute a great recruitment and selection plan that is focused on targeting the most promising leaders of our country to join the fellowship.
- Set ambitious goals for overall recruitment and matriculation cycle that are aligned with Teach For Uganda's mission and vision, in coordination with the Head of Programs.
- Design an action plan on how to achieve the goals.
- Identify and attract passionate talented university graduates and young professionals to join and commit to a two-year teaching as leadership fellowship.
- Meet promising high potential candidates one-on-one to get them invested into TFU and to better understand how their career aspirations might fit into our work.
- Go out to universities and other youth events to inform and inspire talented young graduates and professionals and get them to apply for the fellowship.
- Collaborate with the leadership team to ensure all selected applicants join and complete fellowship.

Develop a compelling marketing and branding strategy (20%)

- Conduct a targeted market research each year to understand motivations of prospective applicants.
- Develop and execute marketing and communication campaigns centered on key themes/messaging that appeal to university graduates and professionals.
- Create awareness of the fellowship program through marketing channels such as print, social media, radio and television.
- Contribute to building a strong TFU brand.

Build partnerships with a wide range of stakeholders (30%)

- Research top targeted universities to understand their structure and operation.
- Build relationships with university chancellors, heads of key departments, Deans, Professors, career service heads and student bodies to get them invested in the recruitment campaign.
- Build partnerships with corporate companies and non-profits to create awareness of the Teach For Uganda fellowship and eventually for fundraising purposes.
- Conduct information sessions and presentations on campus, in meetings and events; communicate effectively and articulate Teach For Uganda's vision, mission and the fellowship benefits and value addition.
- Represent Teach For Uganda at conferences, professional associations, recruiting events, Universities, etc. with the focus of expanding the talent pipeline.

Manage team operations (20%)

- Build a strong collaborative team culture that values relationships and results.
- Create structures and processes that enable efficient and effective execution and collaboration towards goals.
- Create a system that tracks prospective applicants from when they express interest to when an offer is made. Collect, analyze and consistently use recruitment data to inform strategic decisions.
- Spearhead the application design and selection processes and competences.
- Recruit and oversee volunteer campus ambassadors in top universities across Uganda
- Manage a team of 2 recruitment officers.
- Source and create professional development opportunities for them.

Minimum Requirements:

- A Bachelor's or Master's degree in any relevant field of study from a reputable university. Prior experience in **marketing is preferable**.
- 3 years of related work experience.

Preferred Competences

- Strong analytical and problem solving skills to be able to analyze data and identify trends.
- Strong project management and planning skills.
- **Excellent marketing and persuasive skills** to be able to attract the right pool of people into the fellowship.
- Strong organizational and operational skills with experience creating efficient systems and processes.

- People and relationship building skills in order to build strong relationships with diverse audiences.
- Strong oral and written communication skills to deliver strong compelling messages to different audiences.
- Ability to work independently with minimum supervision in a fast paced environment, with a results-oriented culture.
- Passion for education and an understanding of the education landscape in Uganda.

TFU Competencies (for all TFU Staff): We want you to apply if you:

- Put **Children First** at the center of everything you do.
- Possess a **Sense of Responsibility** and invest above and beyond what's expected of you
- Have the quest to **Continuously Learn**
- Exercise **Humility and Respect** for all
- Are able to exercise **Teamwork**

How to apply:

Please email your resume and a one-page cover letter to jobs@teachforuganda.org. Please indicate the position applied for in the subject line of your email by **05th November, 2021**. Your cover letter should be no longer than one page and answer the following questions: 1) Why are you interested in Teach For Uganda? 2) Your goal is to get 1000 talented graduates to apply for the TFU fellowship by December 2021. Design a recruitment strategy that will enable you to achieve that goal. Only short-listed candidates will be contacted. For more information about Teach For Uganda, visit us at www.teachforuganda.org