

Title: Communications & Marketing Coordinator

Ref No:

Positions: 1

Reporting to: Executive Director

Contract duration: 1 year (renewable)

Duty station: Head Office with domestic travels.

About Teach For Uganda

At Teach For Uganda (TFU), we are working to ensure every child in Uganda regardless of their socio-economic background attains an equitable and quality education. Our *mission is to nurture leaders who are committed to advancing equitable access to quality education in low-income communities*. 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 improving the education outcomes of less-privileged children while developing their leadership skills in a 2-year teaching fellowship. We currently operate in 4 districts i.e. Luweero, Mayuge, Namutumba and Kayunga with 86 partner schools, 171 fellows and 58 Alumni. Our goal for the next 5 years is to develop 1,798 fellows, 1,020 alumni, and impact the learning outcomes 326,400 children. In 2023 we shall expand to Bugiri, Namayingo and others as per the annual scale plan

Position Overview

We are seeking a highly motivated and experienced Communication Coordinator to join our team in Kampala. The Communication Coordinator will play a critical role in the organization, responsible for managing and executing the organization's communication and public relations strategies, increasing awareness and engagement with our work, crafting compelling stories that share the impact of Teach For Uganda's work and engage stakeholders, including the media, government, corporate partners, educators, and the general public.

Performance Objectives

Communications and Marketing (40%)

- Implement a comprehensive marketing & communication strategies to enhance the organization's visibility, impact, and engagement with stakeholders, including media, government, corporate partners, print, radio, outdoor, educators, and the general public.
- Serve as a primary liaison with reporters, manage incoming and outgoing media, pitch stories, write and manage review of communications materials (op-eds, press releases, talking points, reports, newsletters, blog posts, social media content and speeches) provide rapid and strategic responses to queries to increase visibility and brand stature of Teach For Uganda.
- Keep track of all data related to communications (photos, videos, stories, print).

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- Collaborate with the Head of RSM to develop and execute marketing and communication campaigns centered around 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.

Social Media Management (25%)

- Creating and executing the online strategy.
- Content generation and management of TFU social media accounts (Facebook, Twitter, Instagram, LinkedIn)
- Revision and content creation for <http://teachforuganda.org>
- Google analytics management
- Search Engine Optimization

Public Relations (20%)

- Cultivate relationships with mass-media and specific stakeholders
- Plan publicity strategies and campaigns
- Writing and producing presentations and press releases
- Organize events aimed at building, enhancing and supporting the organization's reputation

Fundraising (15%)

- Organize fundraising and donor engagement events and online campaigns targeted to both local and global current and prospective TFU partners and supporters.
- Visit fellows and classrooms to gather stories and data tailored towards exciting current and potential partners about TFU's work.
- Manage communications with existing and prospective individual donors.
- In the case of donor engagement visits, collaborate with the Development & Partnership Manager to draft donor communications and stories of impact.

- Collaborate with other departments and partners to ensure consistent messaging and alignment with organizational goals, acting as a liaison between the communication and program teams.

QUALIFICATIONS, SKILLS, AND EXPERIENCE

Qualifications

- Bachelor's degree in communications, journalism, public relations, marketing, or a related field, with a strong academic record.
- A minimum of 4 years of relevant work experience in a similar role, demonstrating a track record of success in communication and public relations.

Skills

- Excellent writing, editing, and proofreading skills in English, with the ability to create compelling and engaging content for a range of audiences.
- Strong communication and interpersonal skills, including the ability to articulate complex ideas clearly and persuasively, negotiate with stakeholders, and build relationships.
- Basic video and audio editing skills using Adobe Premier Pro or any other relevant editing software.
- Ability to work effectively in a fast-paced and dynamic environment, managing multiple tasks and deadlines, and adapting to changing circumstances.
- Expertise in digital and social media platforms, including website management, content creation, and social media strategy, with experience using analytics tools to measure impact.
- Expertise in using graphic designing tools such as Canva and Adobe suite.

TFU Competencies (for all TFU Staff):

- Put **Children First** at the center of everything you do.
- Possess a **Sense of Possibility** 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**
- Have the zeal to **Pursue Excellence**.

How to Apply:

Please email your resume with 3 professional referees and a one-page cover letter to jobs@teachforuganda.org. Please indicate the position applied for in the subject line of your email by **27th February, 2023**. Your cover letter should include why you are interested in Teach For Uganda and in this position. Only short-listed candidates will be contacted. For more information about Teach For Uganda, visit us at www.teachforuganda.org. Female candidates are encouraged to apply.