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**Title:** Communications & Marketing Coordinator

**Ref No:** TFU/24/001

**Positions:** 1

**Reporting to:** Managing Director

**Contract duration:** 1 year (renewable)

**Duty station:** Head Office with field travels.

### About Teach For Uganda

We are an indigenous non-profit Organisation that nurtures leaders who are committed to advancing equitable access to quality education for children in low-income communities in Uganda through a two-year teaching as collective fellowship. We recruit, train and place graduates from varied academic backgrounds to serve as full-time teachers (fellows) in underserved primary schools to improve foundational literacy and numeracy skills for children while developing their leadership skills. Post fellowship, our alumni become lifelong advocates of quality education as community leaders, social entrepreneurs, and policy influencers collectively addressing the systemic challenges that hinder children from fulfilling their potential. TFU currently operates in 10 districts i.e. Kayunga, Mukono, Buikwe, Bugiri, Namayingo, Mayuge, Namutumba, Hoima, Kikuube and Kagadi; impacting over 74,000 children in 183 schools.

### Position Overview

We are seeking a highly motivated and experienced Communication and Marketing Coordinator to join our team in Kampala. The Communications and Marketing Coordinator will review and implement the strategy for all communications, external relations, event execution and media efforts that consistently articulate Teach For Uganda's vision and mission. He/she will initiate and manage marketing and communications activities that promote, enhance and protect the Teach For Uganda brand. This individual will be an ambassador for Teach For Uganda, building and maintaining relationships with the media, as well as other key partners. The goal is to drive large scale awareness and support for the organization. He/she will also be responsible for creating and executing the overall marketing, brand and communication strategies for the organization in partnership with external holders. This includes the development of targeted outreach strategies, design, events and materials for a diverse, nationwide audience of current and prospective donors, potential applicants to the Fellowship, new Fellows and staff, current staff and Fellows, the alumni body, the education community and extended networks at large.

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## Performance Objectives

### Communication and Marketing (40%)

- Plan and execute a sequence of communications, actions and events for each donor in the portfolio to ensure uniquely tailored donor experiences.
- Develop, manage and execute Teach For Uganda Marketing & Communication strategy and implement it across Print, Broadcast, Radio, Outdoor and Online media.
- Design and develop a communications manual.
- 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.
- Store and keep track of all data related to communications (photos, videos, stories, print).
- Collaborate with the Head of RSM to develop and execute marketing and communication campaigns centred 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.
- Manage and optimize online presence, including website, social media channels, and digital advertising campaigns.
- Develop and implement a clear and consistent communication strategy across all platforms, and create compelling content (written, visual, and video) that inspires our target audiences.
- Conduct market research and analyze data to inform marketing decisions and measure campaign effectiveness. Stay current on marketing trends and adapt strategies accordingly.

### Fundraising (30%)

- In collaboration with the Development and Partnership Manager, organize fundraising and donor engagement events and online campaigns targeted to both local and global current and prospective TFU partners and supporters.
- Visit alumni, fellows and classrooms to take photos and gather stories and data tailored towards exciting current and potential partners about TFU's work.
- Support the fundraising team with donor reporting and write donor impact reports tailored to their interests.

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- In the case of donor engagement visits, collaborate with the Development & Partnership Manager to draft donor communications and stories of impact.

### **Public Relations (20%)**

- Proactively secure positive media coverage for TFU in local and national media outlets.
- Serve as a primary liaison with reporters, manage media inquiries and represent TFU as a spokesperson when necessary.
- Develop and execute strategic partnerships to increase brand awareness and amplify TFU's message.
- Manage media relations and build strong relationships with journalists and key influencers
- Monitor media mentions and public sentiment towards TFU.
- Manage crisis communication efforts, if necessary.

### **Management (10%)**

- Manage relationships with external consultants on branding, event planning and marketing.
- Set clear goals and objectives for the department, track progress, and report on results.
- Stay informed on the latest trends and best practices in the communications field.
- Develop and oversee the Marcomms budget.

## **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 preferably in the NGO setting.

### **Skills, Knowledge and Competencies:**

- Excellent writing, editing, and proofreading skills in English, with the ability to create compelling and engaging content for a range of audiences.

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- Strong communication and interpersonal skills, including the ability to articulate complex ideas clearly and persuasively, negotiate with stakeholders, and build relationships.
  - Strong 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.
  - Experience in social media management, digital marketing, brand management, communications, OR similar, including website management HTML preferred, but not necessary
  - Expertise in using graphic designing tools such as Canva and Adobe creative suite including Photoshop, InDesign and illustrator.
  - Experience in WordPress management & SEO
  - Proven track record in developing and leading comprehensive communications, media relations, marketing and online strategies, including experience managing social media outreach
  - Commitment to excellence and accuracy, with an ability to make decisions in a fast-paced environment
  - Strong time management skills and remain flexible in order to accommodate multiple projects simultaneously, with tight deadlines
  - Excellent attitude, working independently while also being a team player
  - Strong work ethic and sense of possibility

#### **TFU Competencies (for all TFU Staff):**

- Put **Children First** at the center of everything you do.
- Possess a **Sense of Possibility** and go 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](mailto:jobs@teachforuganda.org). Please indicate the position applied for in the subject line of your email by **25<sup>th</sup> June, 2024**. 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](http://www.teachforuganda.org). Female candidates are encouraged to apply.