

JOB DESCRIPTION: FELLOW RECRUITMENT AND MARKETING ASSOCIATE

*Only short-listed candidates will be contacted.

Title: Fellow Recruitment and Marketing Associate
Reporting to: Head of Recruitment, Selection and Marketing
Start Date: Immediate
Contract duration: 2 years (renewable)
Application Deadline: open until position is filled

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 end education inequity in our country. We recruit, train and place top university graduates and young professionals in high need primary schools across rural 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 As Leadership Fellowship.

Through the highly selective, highly rigorous fellowship, participants (fellows) develop critical knowledge and first-hand understanding of the education system in Uganda and the challenges it faces. With intensive training and support from TFU, fellows help transform the lives of their students while enhancing their own leadership skills. Alumni of the program (and, over time, their students) will become the next generation of Ugandan leaders in education, business, non-profits, medicine, law, government, journalism and other fields. Informed by their experience, they will work from inside and outside the education system to affect the fundamental changes necessary to ensure quality and equitable education for all children.

Our inaugural cohort of 14 fellows are already working as full-time teachers in 8 UPE schools in Luwero district.

Our Core Values

- **Children first;** we put children at the center of everything we do, and we work tirelessly to provide for them meaningful experiences that allow them to realize their fullest potential.
- **Sense of possibility;** we believe that nothing is impossible, and we work hard to achieve our goals above and beyond what is expected of us.
- **Constantly learning;** it's only through learning that growth is achieved. We encourage reflection and appreciate feedback as a practice, constantly search for new knowledge from books, research and articles to deepen our understanding and bring innovation to various aspects of our work.
- **Humility and respect;** we treat each other with dignity and respect, appreciate each other's strengths, perceptions and experiences and acknowledge our own limitations. We value our relationship with communities, leaders, schools and parents and constantly engage them to advance our work of providing an excellent education to all children.
- **Teamwork;** we support and challenge one another, work cooperatively with enthusiasm and appreciation, respect each other's views and make our work environment fun and enjoyable.

Position Overview

Our recruitment department seeks a highly motivated, creative, persuasive individual to support recruitment, selection and matriculation of fellowship applicants into our innovative fellowship program. You must be able to build relationships at Ugandan universities, and with other relevant stakeholders. You will adopt a sales and marketing approach to compel talented individuals to apply to the TFU Teaching As Leadership Fellowship Program, and build a movement at campuses to ensure that Teach for Uganda successfully matriculates its second cohort of 50 excellent fellows.

Performance Objectives

Stakeholder engagement:

- Establish, foster and maintain added-value relationships with important networks at assigned universities - including lecturers, staff, student leadership, cultural societies and campus-based student volunteers - through clear communication plans which engage key stakeholders with Teach For Uganda's vision.
- Identify and empower campus-based student volunteers to support our campus recruitment efforts in order to achieve our recruitment goals.
- Set ambitious recruitment goals and drive all partners - including campus-based student volunteers - towards achieving them.

Campus engagement:

- Build a strong brand on campus for Teach For Uganda – expertly and knowledgeably promoting the Teaching As Leadership Fellowship Program to all students, finalists, and recent graduates from assigned universities.
- Identify key talent at assigned universities and influence good quality candidates to engage with Teach For Uganda's vision.
- Build a Teach For Uganda movement across first and second year talent pools at target universities to ensure sustainable future growth of the organisation.
- Coordinate resources for assigned universities and maintain detailed records of campus activity.
- Cultivate potential talent and incoming participants through events, regular telephone calls and meetings.
- Maintain candidate contact throughout the recruitment process, and update records of contact made with prospective candidates.
- Build a sense of community within the incoming cohort through events and relationship management.
- Deliver a strong cohort of 50 committed participants from target universities.

Marketing and Branding:

- Lead and execute sections of the recruitment campaign to achieve ambitious application targets.
- Execute marketing strategies designed to influence public perception of the TFU brand.
- Organize and/or support effective execution of recruitment events by providing logistical coordination and conducting attractive publicity campaigns.
- Coordinate efforts of contractors managing elements of our branding and design work.
- Provide administrative support including, but not limited to: conducting relevant research; tracking all aspects of campaign progress and maintaining all databases.

Key skills, Knowledge and Competencies

- Exceptional relationship-building skills - the ability to establish effective working relationships with people of all working styles, backgrounds, industry-experience, etc.
- Persuasive communication skills, compelling presentation skills and the ability to articulate our vision passionately.
- Creativity and innovation to devise solutions to effectively market the Teaching As Leadership Fellowship Program.
- Collaborative nature as well as ability to work independently to meet deadlines.
- Results-driven and goal-oriented approach with a drive to exceed aspirational targets.
- Ability to analyse data, draw accurate conclusions and devise/implement solutions.
- Strong organisational skills and the ability to assess, prioritise and manage a varied workload.
- Self-starter with initiative, confidence, drive, and flexibility to deal with unexpected situations or last-minute changes in a dynamic organisation.
- Ability to effectively use various social media platforms to engage a large audience.
- Knowledge and experience of Ugandan university structure, calendar, organization, etc.

TEACHFORUGANDA

Developing leaders to expand educational opportunities to all children in Uganda.

Education and Experience

- A Bachelor's or Master's degree in any relevant field of study from a reputable university in Uganda. Training and experience in marketing and sales is preferable.
- Experience with photography, videography, graphic design, and/or website design a huge plus.
- Demonstrable outputs in this or related fields.

Terms

- Salary is very attractive and commensurate with experience
- Location is Kampala, Uganda
- Open to only Ugandan citizens

Application Process

Please email your resume and a one-page cover letter to tfurecruitment@gmail.com. Please indicate the position applied for in the subject line of your email. Your cover letter should be no longer than one page and should answer the following questions:

- 1) Why are you interested in Teach For Uganda? Which of our core values do you identify most strongly with?
- 2) Your goal is to get 1000 talented graduates to apply for the TFU fellowship by April 2019. Design a recruitment strategy that will enable you to achieve that goal.