

TEACHFORUGANDA

Creating a movement of leaders to end education inequity in Uganda

Title: Head of Fellow Recruitment and Marketing

Reporting to: Chief Operations Officer

Start date: Immediate

Contract duration: 2 years (renewable)

Application deadline: open until position is filled

Position overview

Teach for Uganda, a local non-government organization is seeking to hire a **young vibrant and creative** Fellow Recruitment and Marketing Coordinator 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.

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 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.

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. As 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 16 fellows are already working as full-time teachers in 8 government-aided schools in Luwero district

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 Chief of Programs
- Design an action plan on how to achieve the goals

Block 244, plot 5151 Kyadondo Majidu Musisi Close, Muyenga P.O.BOX 21372, Kampala.

www.teachforuganda.org

TEACHFORUGANDA

Creating a movement of leaders to end education inequity in Uganda

- Identify and attract passionate talented university graduates and young professionals to join and commit to a two-year teaching 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 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.
- 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 presentation 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 yet to be hired staff of 2
- Source and create professional development opportunities for them.

Values and mindsets

- Strong belief in Teach For Uganda's vision and mission
- 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.

Block 244, plot 5151 Kyadondo Majidu Musisi Close, Muyenga P.O.BOX 21372, Kampala.

www.teachforuganda.org

TEACHFORUGANDA

Creating a movement of leaders to end education inequity in Uganda

- 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 co-operatively with enthusiasm and appreciation, respect each other's views and make our work environment fun and enjoyable.

Key skills, knowledge and competences

- Ability to work independently with minimum supervision in a high-intensity, high-uncertainty start-up environment, with a results-oriented culture.
- People and relationship building skills in order to build strong relationships with diverse audiences
- **Excellent marketing and persuasive/sales skills** to be able to attract the right pool of people into the fellowship.
- Strong oral and written communication skills to deliver strong compelling messages to different audiences
- Planning and critical thinking skills so as to effectively execute their role
- Strong organizational and operational skills with experience creating efficient systems and processes.
- Should be **outgoing and must have a creative mind**
- Passion for education and an understanding of the education landscape in Uganda
- Strong analytical and problem solving skills to be able to analyze data and identify trends.

Education and experience

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

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 jobs@teachforuganda.org Please indicate the position applied for in the subject line of your email. 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 April 2019. Design a recruitment strategy that will enable you to achieve that goal. Only short-listed candidates will be contacted.

Block 244, plot 5151 Kyadondo Majidu Musisi Close, Muyenga P.O.BOX 21372, Kampala.

www.teachforuganda.org