Title: Marketing and Communications Officer
Term: Full Time
Reporting to: Head of Alumni and Partnerships
Start date: As soon as possible
Duration: 2 years renewable
Location: Kampala, Uganda with considerable travel opportunities

About Teach For Uganda

Teach For Uganda (TFU) is an independent, non-profit organization that is enlisting Uganda’s most promising future leaders in our vision and mission to ensure that one day, all children in Uganda have access to an excellent education. Participants in the program, known as Fellows serve as full-time teachers for two (2) years in high-need government aided primary schools across Uganda. They commit to work towards transforming the education outcomes of less-privileged children by significantly improving their achievements and aspirations during their two-year teaching fellowship. In the long term, TFU Alumni will form a unique class of leaders, working in various sectors in our economy to expand educational opportunities for all children in Uganda. Our inaugural cohort of 16 fellows have been working as full-time teachers in 8 government-aided primary schools in Luwero district. We are looking to grow to 500 Fellows impacting 250,000 students over the next 5 years. In 2019, we are recruiting our 2nd cohort of 50 fellows who will be working in 25 schools impacting the learning outcomes over 15,000 children in both Luwero and Mayuge districts of central and eastern Uganda respectively.

Who We’re Looking For

Reporting to the Head of Alumni and Partnerships (HOAP) the Marketing and Communications Officer (MCO) will provide critical support to TFU’s ambitious communications and marketing goal of reaching targeted audience and raising $11 Million by 2025. The person in this role would take the lead on strategic communication and marketing which includes but not limited to cultivating and partner relationships with current and potential private foundations, private sector organizations, companies both global and local, and individuals. He or she will take the advisory role in organizing fundraiser events in Uganda and abroad, developing our crowdfunding and mass giving campaigns, and creating uniquely tailored donor experiences. The Marketing and Communications Officer will also work closely with the HOAP and the CEO to help with providing with impact stories from our fellows and alumni to aid in reporting, and external communication such as newsletters, blog posts annual reports writing as well as managing all our social media accounts.

The MCO will also have the opportunity to work with the Programs team to develop compelling content such as graphics, stories, imagery and videos to showcase our impact to our partners as well as organize engaging site visits for partners to effectively share what our work is all about in real time.

This position provides a unique opportunity for an individual with superior critical thinking, communication, analysis, project management, and reporting skills to gain an in-depth understanding of Teach For Uganda, and play a critical role in ensuring the organization reaches its 2019–2020 goals.

To be successful, the MCO must be a team player and planner who is able to support the HOAP and the CEO and TFU leadership in building and sustaining relationships with numerous stakeholders of various backgrounds across North America, Africa, and Europe. This individual must be comfortable in an entrepreneurial environment and possess a strong level of personal responsibility for achieving ambitious results. He/she must be detail-oriented and fluent in English. He/she will ideally possess excellent event organizing skills, and have solid database management experience. Previous fundraising, marketing and communications experience developing private sector partnerships is strongly desirable.

Apart from being qualified for the job, we need someone who believes deeply in our vision/mission and is aligned to our Core Values: Children First, Sense of Possibility, Constant Learning & Growth, Humility and Respect, and Team Work. These Core Values are a vital component of our organization’s culture to ensure long-term sustainability and support the advancement of our mission.

Scope of Responsibilities

Including, but not limited to:

Reporting to the CEO, the MCO will lead communications, partner relationships and stewardship of current donors providing them with stories, impact information from our work with children, fellows and communities to keep our current partners engaged and excited as well as inspiring potential donors about TFU’s work.

Communications and marketing (60% of time), including the following

a. Plan and execute a sequence of communications, actions, and events for each donor in the portfolio to ensure uniquely-tailored donor experiences.

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Teach For All
b. Develop, manage and execute Teach For Uganda Marketing & Communication strategy.

c. Develop and/or support communication activities that raises awareness of, and interest in, the work of TFU i.e. drafting newsletters, blog posts, impact stories as well as manage and keep up to date all TFU social media and other communication platforms.

d. Develop briefs, talking points, and reports, and any other marketing materials for the CEO, and senior leadership to use as deemed necessary

2. Event planning and Visitor Support Communications and Logistics (40%)

a. The MCO in collaboration with the CEO and the TFU team will help with organizing fundraising or donor engagement events and campaigns targeted to both local and global current and prospective TFU partners and supporters

b. Support the CEO by helping draft TFU board leadership communications, attending board meetings to gather minutes for further communications as well as visit Fellows and classrooms to gather stories and data tailored towards exciting current and potential partners about TFU’s work

c. In case of donor engagement visits, the MCO will support the CEO with ideation, and drafting communications, logistics memos, schedules and stories of impact etc. to keep the visiting donor excited and engaged with TFU’s impact work

Required Expertise and Competencies

- A bachelors’ degree or higher in marketing, development, international relations or any other related field
- At least 3 years’ work experience in private partnership building, donor cultivation, marketing and other related fields.
- Excellent management and organizational skills as well as considerable attention to detail.
- Critical thinking and solid judgment in prioritizing problems and opportunities in order to achieve the most meaningful outcomes.
- Excellent relationship-building skills (listening, negotiating, and interpersonal skills).
- Strong analytical, verbal and written communication skills; can speak and write compellingly about our organization, mission, and goals.
- Ability to travel domestically

How to apply

Please email your resume with 3 professional referees and a one-page cover letter to jobs@teachforuganda.org and copy james@teachforuganda.org. Please indicate the position applied for in the subject line of your email. Your cover letter should include why you are interested in Teach For Uganda and specifically why you’re a perfect fit for the MCO role. Only short-listed candidates will be contacted.