

Terms of Reference for a Communications and Marketing Manager

1. Background

The Collaborative Africa Budget Reform Initiative (CABRI) is an intergovernmental organisation of Ministries of Finance and Budget from across Africa, which provides a unique platform for peer exchange and learning amongst senior public finance managers. CABRI is a catalyst of country-led reforms and understands that local context matters.

2. About the role

As a member of the CABRI secretariat's team, the Communications and Marketing Manager will work in close partnership with CABRI's leadership team towards planning and implementing the marketing communication strategy and maintaining the corporate image of the organization. S/he will manage the operations and logistics of our communications and marketing programme to contribute to the success of CABRI's strategic plan.

3. Basic qualifications

- Bachelor's degree in marketing, communications, journalism, business management or related field
- 3+ year of relevant experience in a management position to encompass programme management, building web-based and digital campaigns and effective project management
- Working knowledge and fluency across social media platforms (e.g., LinkedIn, Twitter, Facebook)
- Experience with managing websites, content and using content management systems
- Comfortable with web-based project management tools and collaboration technologies
- Experience in managing publishing processes including: copy-editing, translation and desktop publishing
- Experience in managing creative agencies and suppliers
- Experience with people management
- Fluency in English and French

In addition, the ideal candidate will:

- Demonstrate exceptional written and oral communication skills; drafts effective written content such as newsletters, blogs, social media posts, press releases and news posts with minimal instruction and oversight
- Be an exceptional project manager: investing, managing, and communicating effectively with others to achieve outcomes, within budget, while meeting deadlines
- Demonstrated ability to plan and execute the logistics of events held internationally
- Detail-oriented; demonstrates mastery of the details that go into program and event implementation
- Provide thought partnership to the leadership team in the design of CABRI's programming
- Ability to solve problems in resourceful and creative ways
- Ability to work in a matrix organization and with teams from diverse background
- Acts with integrity and trustworthiness, handling extremely sensitive or confidential information respectfully
- Committed to our core values and to our mission of promoting integrity, transparency and accountability in public financial management in Africa
- Experience implementing diversity and inclusion work in an organizational-setting

4. Your responsibilities include, but are not limited to:

- Plan, manage and deliver an integrated communications strategy and annual communication plan
- Coordinate, develop and/or deliver clear, consistent and compelling communications messages and materials to CABRI's member countries and stakeholders
- Manage CABRI's communications/media/printing service providers
- Support the organisation in drafting and editing communication material (blogs, posts, press releases) and building relationships with key stakeholders, including media, to secure and grow coverage both online and offline
- Identify and recommend opportunities to enhance internal and external communication, through technology, new or improved channels, presentation and content
- Devise compelling communications campaigns and implement creative and media-driving initiatives that promote CABRI's work
- Monitor, evaluate and measure internal and external communication initiatives and CABRI's visibility
- Develop powerpoints, videos and other presentation materials as part of the corporate branding strategy
- Prepare and manage the communications budget
- Oversee the quality and effectiveness of all deliverables of the communications and marketing team

5. General Information

1. The duration of the contract is for a period of 3 years.
2. Please submit a cover letter and your CV in English to hr@cabri-sbo.org
3. While applications for the position close on 22 November 2019, we encourage you to apply as early as possible. Should you not hear from us within three weeks of the closing date, please consider your application unsuccessful.