

# YALI REGIONAL LEADERSHIP CENTER WEST AFRICA, ACCRA



## **JOB ADVERTISEMENT**

### **COMMUNICATIONS MANAGER**

The West Africa Accra Regional Leadership Center (RLC) of the Young African Leaders Initiative is seeking to recruit a Communications Manager. The Young African Leaders Initiative (YALI) Regional Leadership Centre, West Africa, Accra, was set up in 2015 to offer leadership training and networking opportunities to young leaders from nine West African countries. USAID is the key development partner, and the Ghana Institute of Management and Public Administration, GIMPA is the implementing partner.

The YALI RLC, West Africa, Accra is comprised of the following functional units: Recruitment, Curriculum & Content, Alumni, IT, Partnership development, MEL, Finance & Administration, and Communications. Communications support is crucial to the effective delivery of the above functions. The Communications Manager will be responsible for building and leading the Center's Communication strategy to support the above functions.

YALI alumni are encouraged to apply.

### **REPORTING RELATIONSHIP**

The Communications Manager shall report directly to the Project Director.

### **Key Responsibilities**

#### **Lead RLC Communications strategy**

- Develop and lead the implementation of the Center's Communication strategy which will accomplish the following key objectives:
  - Increase alumni visibility
  - Strengthen partnership engagement
  - Amplify key messages about youth in Africa
  - Boost community engagement
- Ensure creativity, versatility, and youth-orientation of all the Center's communication products and activities.
- Develop varied genres of impact stories tailored to the Center's audiences.
- Ensure sustained, and real time creation and dissemination of content i.e posting of photographs, videos, and clips during key RLC activities including hybrid and online training, opening and closing ceremonies, and homecoming events.

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- Orient participants of online and hybrid training programs on effective social media engagement
- Lead the development of the Center's digital strategy including the following:
  - Coordinate the work of interns and alumni to support the development and roll out of a social media strategy.
  - Maintain and regularly clean up, update, and ensure creativity of the RLC website and online platforms
  - Monitor engagement on the RLC website and social media platforms and advise on ways to increase engagement .
  - Maintain active contact with the alumni community, regularly highlighting alumni success stories on the RLC social media platforms.
- Train and mentor staff for active participation on the Center's social media platforms.
- Provide advice and support to the Project Director, managers, alumni, and participants on effective communication methods.
- Provide MEL manager with communications data/ metrics to develop quarterly and annual reports.

## **Editorial, branding, and speech-writing role**

- Produce and distribute periodic newsletters.
- Provide internal editorial support to the units of the Center to ensure high quality and branding compliance of the Center's documents, reports, and correspondence.
- Speech-writing as needed.
- Advise Alumni manager on USAID branding requirements for the information and compliance of alumni.
- Advise managers and staff on effective presentation methods for reports, data and results.

## **Coordinate special events**

- Coordinate RLC key events such as Cohort Opening and Closing Ceremonies, and Alumni homecoming and networking events.
- Build a community of videographers and photographers for engagement for special events and monitor their outputs to ensure value for money for the Center.

## **Support decision-making and Continuous Learning and adaptation**

- Provide bi-monthly updates and analysis of reach and impact of communication products along the communication cycle especially digital engagement, newsletter reach, including who is reading, who is engaging, what is being shared , tweeted, etc).
- Provide quarterly updates and analysis of trends in youth-centred communication.
- Advise Project Director on strategies and steps based upon the above.
- Codify best practices and lessons learnt from special events into standard communication processes to be carried out before, during, and after RLC events.

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## **YALI Africa role**

- Serve as Communications Point of Contact on YALI Africa Communications Working Group.
- Represent the RLC effectively in YALI Africa discussions and articulate the Center's perspective in consultation with the Project Director.

Perform any other relevant responsibilities and tasks assigned by the Project Director.

## **Qualifications**

- Minimum of a Master's degree in Communications.
- At least 3 years of experience in a middle to senior management level role in a Communications and/or Branding organisation
- At least 5 years' experience in the communications field. Experience in a multi-cultural, youth-oriented, and/or international organization setting will be an advantage.
- Experience with community management i.e. Facebook groups, whatsapp groups, etc.
- Passion for advancement of the youth of Africa.
- Speech-writing skills.
- Track record in developing creative communications products for varied audiences using email marketing programs such as mailchimp, constant contact, substack.
- Experience in website management.
- Experience in developing and implementing strategies for engaging varied target groups on social media.
- Proven experience in planning and executing effective communication strategies for platforms like LinkedIn, Instagram, Tik Tok, and WhatsApp.
- Skills in photography and videography
- Dexterity and creativity in use of IT-based applications for photographs and video editing.
- Strong event management skills.
- High level of professionalism, reliability, and track record in meeting deadlines.
- Creativity, innovativeness, flexibility, and initiative.
- Openness to review and critique of outputs.
- Team player

## **APPLICATION PROCEDURE**

- Interested applicants may submit their application letters, including their most recent Curriculum Vitae via email to the address below not later than **FRIDAY, 22<sup>ND</sup> MARCH 2024**.

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- Applicants should also arrange for letters of recommendation to be e-mailed directly from two (2) referees (one of whom should be their current or former supervisor) listed in their CVs, to the same email address:

**THE SECRETARY OF THE INSTITUTE  
GHANA INSTITUTE OF MANAGEMENT AND PUBLIC ADMINISTRATION  
P. O. BOX AH50 ACCRA**

[recruitment@gimpa.edu.gh](mailto:recruitment@gimpa.edu.gh)

**Closing Date: FRIDAY, 22<sup>ND</sup> MARCH 2024.**

***ONLY SHORT-LISTED CANDIDATES WILL BE CONTACTED***