



# Communications Officer

October 30, 2023



African  
Philanthropy Forum



## About African Philanthropy Forum

The African Philanthropy Forum (APF) is a strong and vibrant community of partners who, through their strategic giving, investments, and influence, foster shared prosperity on the African continent.

Through its resources and high impact convenings across the Continent and beyond, APF raises awareness about the important role that strategic philanthropy can play in society. It is committed to creating an enabling environment to transform the culture of giving on the Continent to the extent that it exceeds development aid by 2030.

To date, it has reached approximately 3000 stakeholders in fourteen African countries including Cameroon, Cote d'Ivoire, Egypt, Ethiopia, Ghana, Kenya, Malawi, Morocco, Nigeria, Rwanda, South Africa, Tanzania, Uganda, and Zimbabwe.

For more information, visit [www.africanpf.org](http://www.africanpf.org).



# The Role

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**Role:** Communications Officer

**Reports to:** Communications and Membership Manager

**Location:** Lagos, Nigeria

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APF is seeking a dynamic, passionate, result-oriented and self-motivated individual to fill the position of Communications Officer.





# Responsibilities

## Corporate Communication

- Implementing APF's integrated communications strategy
- Managing relationships with key media outfits to grow and ensure maximum publicity for the APF brand
- Marketing APF programs, events and activities on relevant platforms
- Publishing and distribution of APF's Monthly Digest, APF Quarterly Newsletter, Annual Report and other related publications in a timely and efficient manner
- Sourcing content from the APF network and philanthropic community for APF publications

## Digital Marketing and Social Media

- Implementing APF's social media strategy
- Generating, editing, publishing and sharing engaging content (e.g. original text, photos, videos, and news)
- Monitoring and tracking SEO, web traffic and optimizing social media analytics and engagement
- Communicating with followers, responding to queries in a timely manner and monitoring feedbacks
- Implementing and monitoring paid social campaigns



# Responsibilities

## Website Maintenance

- Ensuring regular security maintenance and up to date content for APF websites
- Supporting the redesign and optimization of web layouts and pages for better user experience
- Supporting the implementation of new designs (User interface, user experience and information architecture implementation)

## Graphic Design

- Creating images and layouts using design software for APF presentations, proposals, social media, website, emails, events and for other relevant content

## Video Editing

- Assembling, manipulating and editing recorded footage into a finished project video content from APF event in a way that is invisible to the audience
- Trimming footage segments and put together into a finished project



## Required Skills and Qualifications

### Qualifications & Experience

- Bachelor's degree in mass communication, marketing or a related discipline
- A minimum of 3 years' experience in communication and information management, marketing, and/or PR
- Excellent writing/editing and verbal communication skills
- Good knowledge of media analysis & monitoring tools
- Proven ability to skilfully develop and manage relationships with a diverse audience
- Demonstrable experience in dealing with the media (print, broadcast, social and digital)

### Skills & Competences

- Self-starter, entrepreneurial, and able to work as part of a team and independently
- Ability to work in a start-up, fast-paced environment and handle unexpected events
- Ability to work collaboratively with all stakeholders
- Commitment to high integrity, ethics and professionalism
- Commitment to excellence and experience in leading others to new levels of effectiveness and impact
- Proficiency in the use of graphics or publishing software
- Ability to stay up-to-date with current technologies and trends in social media, design tools, and applications
- Ability to operate effectively both as part of a team and independently
- Ability to work under pressure and prioritize competing tasks
- Good time-management and organizational skills
- A result-oriented person passionate about making a real impact and change in Africa and naturally driven by that pursuit



## Required Skills and Qualifications

### Technical Skills

- Experience working with Adobe Powerpoint
- Experience with Adobe Creative Cloud i.e. InDesign, Illustrator, XD, Photoshop, Premiere Pro, Filmora.
- Experience with CMS i.e. WordPress
- Experience working in a media, online publishing or digital marketing and its tools e.g. Mailchimp, Canva, Adobe Spark
- Experience working with analytics tools e.g. Google Analytics, Hootsuite and Keyhole

### Attitude

- Energetic, proactive approach to work
- An enterprising attitude that is quick to search out alternative solutions to needs or problems
- Exhibits a helpful behaviour beyond strict job requirements
- Flexible, positive attitude towards working in a small but growing organization
- Confident

### Note:

The roles and responsibilities outlined above are not exhaustive. Employee will be working in a highly flexible environment and is expected to carry out any other related duties that are within the employee's skills and abilities as appropriate.



## How to Apply

Interested candidates should send their CVs and a cover letter with the subject line indicating Communications Officer to [vacancies@africanpf.org](mailto:vacancies@africanpf.org) by October 30, 2023. Please note that only shortlisted applicants will be contacted.