



Ushirika wa Maendeleo ya Elimu Barani Afrika  
الرابطة لأجل تطوير التربية في إفريقيا  
Association for the Development of Education in Africa  
Association pour le développement de l'éducation en Afrique  
Associação para o Desenvolvimento da Educação em África



## CALL FOR APPLICATIONS

### Digital Content Creator & Community Manager, ADEA

***Deadline for submissions is Friday, 9<sup>th</sup> February 2024, at midnight (12:00 am) GMT to the following address: [adea-applications@afdb.org](mailto:adea-applications@afdb.org). The subject of the e-mail should be “Digital Content Creator & Community Manager”.***

#### Introduction

---

The Association for the Development of Education in Africa (ADEA) is a forum for policy dialogue on education in Africa. It is hosted by the African Development Bank. Its vision is to create “high-quality African education and training geared towards the promotion of critical skills for accelerated and sustainable development in Africa”. ADEA’s mission therefore is to “serve as an open and flexible pan-African organization that informs and facilitates the transformation of education and training to drive Africa’s accelerated and sustainable development”. It acts as a catalyst in promoting innovative policies and practices through the pooling of ideas, experiences, learning and knowledge. ADEA’s overall goal is to empower African countries to develop education and training systems that respond to their emergent needs and drive Africa’s social and economic transformation sustainably.

ADEA’s main organs are its Steering Committee, Executive Committee, the Secretariat, and the Inter-Country Quality Nodes (ICQNs). The Secretariat oversees the implementation of ADEA’s work programs and budget by organizing high-level policy dialogue forums and statutory meetings, managing communications and knowledge, and coordinating the work of ICQNs. It also implements the decisions and resolutions of ADEA’s governance entities. ADEA acts as a continental voice in education development in Africa and has the convening power to bring together major players of the continent on policy issues in education.

ADEA seeks to recruit a Digital Content Creator with experience in the development of audio, video and graphic content production, to join our communications team. Our ideal candidate will use their creative skillset through all phases of the design process, including the creation of videos for ADEA’s digital channels, support webpage designs and graphics, and various other print and digital material. This candidate will have exposure to both internal and external marketing, working cross-functionally with the knowledge management, IT and Programmes team to bring ideas to life.

#### The Position

---

ADEA’s core business is education development in Africa. We are a continental voice on education in Africa with the capacity to convene major players on the continent on policy issues in education. A key aspect of our work is advocacy and influencing and we leverage digital communication methods to engage, influence and inform our various stakeholders. We have created multiple products in this regard and will create more, as we respond to the various needs of our member countries and our funders.



The primary objective of this position is for the incumbent to drive the development of various digital content that supports ADEA's advocacy campaigns and message. This will cover engagement for the secretariat, its various projects and ICQNs. The incumbent will be the first point of contact for all design requests including the formatting and finalization of reports and studies for online and print publication.

## **Scope of Assignment**

---

Under the general supervision of the Communications Specialist and Knowledge Management Officers, the Digital Content Creator will perform the following duties and responsibilities:

### **Community Management (30%)**

- Develop and implement a content development and advocacy strategy to increase engagement on ADEA's digital touchpoints and amplify the advocacy campaigns from the Secretariat, ICQNs, focal points and other ADEA stakeholders.
- Assist with the design and dissemination of social media and email marketing campaigns that promote ADEA publications, activities, and events (Triennales, High-Level Policy Dialogue Forums (HLPDF), Ministerial Conferences etc.), as well as for ADEA partners.
- Engage proactively with ADEA online community and build relationships with the community of practice to facilitate knowledge exchange and feedback from education practitioners and decision makers in Africa.
- Conduct periodic surveys with a view to obtaining the stakeholders feedback on ADEA's communication effectiveness and provide feedback on stakeholders' needs and opportunities for improved communication.
- Under the guidance of the Communications Specialist, provide digital communication and content development support to ADEA ongoing and upcoming project and programs. Some of these will include content for traditional media channels. Content are expected to be engaging and informative.
- Monitor, analyze and report on the performance of contents on all ADEA digital channels using digital tools including Google Analytics. Leverage this data to inform iteration to ADEA content.

### **Graphic design and video production (70%)**

- Develop graphics, illustrations, and other informational materials (brochures, leaflets, films, audio-visual productions) and statutory documents for ADEA digital platforms.
- Design and produce various creative materials, including motion graphics, podcasts, display ads, explainer videos, newsletters, print publications, and more.
- Produce and edit a variety of video projects, including social videos, internal videos from Triennale, HLPDF etc., to boost ADEA online presence, especially on YouTube.
- Synthesize knowledge products and data sets into clear, concise, and compelling marketing graphics and visual data, adhering to ADEA brand guidelines.



- Assist the Communications Specialist and the Knowledge Management Officer towards visual updates to all ADEA digital assets (videos, newsletters, content downloads) inside MailChimp, Buffer, Drupal, or other web marketing tools.
- Support the graphic design and adjustments to the ADEA website, ensuring it is current and runs on the latest user interface.
- Provide communications support where else required including support for organizing ADEA events.

## Candidate's Profile

---

The Digital Content Creator will be employed for a period of one year, with a further renewal of one year depending on satisfactory performance and results. He/she is expected to possess the following qualifications and experience:

- A minimum of a bachelor's degree in creative communications, Digital Marketing, Graphic Design, Journalism, or related fields.
- Minimum of 5 years of proven experience in the development of content, content marketing, community management, graphic design, or digital marketing with a focus on creating visuals assets for digital and social media posts.
- Strong understanding of Adobe's InDesign, Illustrator, Photoshop, and Premiere applications.
- Strong knowledge of 'After Effects and motion graphics would be a plus.
- Excellent writing and editing skills in French and English; and considerable experience managing the production of newsletters and other publications.
- Ability to thrive under pressure in a fast-paced, deadline-driven, multi-project environment.
- Diplomacy, extroversion, strong interpersonal skills, and ability to effectively manage relationships with media representatives, government officials and vital partners.
- Ability to synthesize complex messages and confidently articulate them in a concise, comprehensive, and intelligible way for the target audience.

## Submission of applications

---

**To apply, candidates should submit their most recent curriculum vitae, a letter of motivation, a portfolio of their digital design works (video, animation, graphics) and up to three references who can attest to the work contained in their portfolio.**

***Applications must be sent to [adea-applications@afdb.org](mailto:adea-applications@afdb.org) no later than Friday, 9<sup>th</sup> February 2024, at midnight (12:00 am) GMT. The subject of the e-mail should be "Digital Content Creator & Community Manager".***

*Due to the high volume of applications, only selected candidates will be contacted through a formal correspondence via e-mail. Please do not contact ADEA or staff members to enquire about the status of your application.*

---

**Duty Station:** Abidjan, Côte d'Ivoire.