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

Community Manager, ADEA

Deadline for submissions is Friday, 4 February 2022, at midnight (12:00 am) GMT to the following address: adea-applications@afdb.org. The subject of the e-mail should be "Community Manager".

Introduction

The Association for the Development of Education in Africa (ADEA) is a forum for policy dialogue on education and the African Development Bank hosts it. 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) and Task Force (TF). 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 and TF. 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 community manager with experience in graphic design and video edition to join our communication team. Our ideal candidate will use their creative skillset through all phases of the design process, including the creation of videos, social media posts, 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.

Scope of Assignment

Under the general supervision of the Knowledge Management and Communication Officers, the Community manager will perform the following duties and responsibilities:

Community Management (40%)
- Develop and implement a content and social media strategy to increase engagement from 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.

Graphic design and video production (60%)
- 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, display ads, newsletters, print publications, and more;
- Edit a variety of video projects, including social videos, internal videos from Triennales, 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 Knowledge Management and Communication team with edits to digital assets (videos, newsletters, content downloads) inside MailChimp, Buffer, WordPress, or other web marketing tools.

Candidate's Profile

The Community Manager 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 Digital Marketing, Graphic Design, Journalism, or related fields;
- Minimum of 3 years of proven experience in community management, graphic design, or digital marketing with a focus on creating videos and visuals assets for digital and social media posts;
- Strong understanding of Adobe's InDesign, Illustrator, Photoshop, and Premiere applications;
- Knowledge surrounding 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

Applications must be sent to adea-applications@afdb.org no later than 4 February 2022 at midnight (12:00 am) GMT. The subject of the e-mail should be "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. Remote work possible due to COVID-19 restrictions.