

Terms of Reference

Digital Communications and Community Lead

- **Location:** Remote (with potential travel to African countries)
- **Duration:** 3 years (staff position)
- **Reporting To:** Communications Director

About AfricaNenda Foundation:

AfricaNenda Foundation is an Africa-based, African-led nonprofit working with central banks and payment ecosystem stakeholders to accelerate the design, development, launch, and improvement of inclusive instant payment systems.

Our team of 24 experts in 13 countries provides technical expertise, builds capacity, shares knowledge, and advocates for inclusivity across the instant payment system project lifecycle.

Through this work, we aim to help deliver the power of seamless and affordable digital payments to 260 million financially excluded Africans by 2030.

Visit our website for more information: www.africanenda.org

Position Overview:

Digital engagement is at the heart of AfricaNenda Foundation's mission. Strong social media, online community building, and consistent digital storytelling allow us to showcase AfricaNenda's work, promote thought leadership, and inspire collaboration across the ecosystem.

AfricaNenda seeks a Community Engagement and Social Media Lead to strengthen its digital presence and community-building efforts. The role will be based in the Communications team, reporting directly to the Director of Communications, and will be supported by a Communications Assistant for social media operations.

The Lead will manage AfricaNenda's official channels (LinkedIn, X/Twitter, YouTube, and newsletters), oversee the LinkedIn Community of Practice (CoP), and support communications around events and publications.

Key Responsibilities:

1. Social Media Strategy & Management

- Develop and implement AfricaNenda's social media strategy across LinkedIn, X/Twitter, and YouTube.
- Plan and oversee content creation and scheduling, working with the comms assistant.
- Monitor, analyze, and report on engagement to inform content and growth strategy.
- Develop creative assets (posts, visuals, infographics, short videos) to amplify AfricaNenda's work.
- Identify opportunities for thought leadership and digital campaigns around key reports, case studies, and events.

2. Community of Practice (CoP)

- Manage and grow AfricaNenda's LinkedIn CoP to foster peer exchange and knowledge sharing.
- Curate and moderate discussions, ensuring active participation from key stakeholders.
- Coordinate and expand the network of CoP Ambassadors, supporting them in outreach, content sharing, and mobilization of members.
- Support the design and promotion of CoP activities including webinars, learning sessions, and collaborative campaigns.

3. Newsletters & Digital Content

- Lead the planning, writing, and production of AfricaNenda's newsletters.
- Ensure timely dissemination of programme updates, publications, and thought leadership pieces.
- Collaborate with colleagues and service providers to design engaging multimedia content (articles, videos, podcasts, infographics).
- Maintain a multimedia databank documenting AfricaNenda's work.

4. Event Communications Support

- Support communications around AfricaNenda-led and partner events (before, during, and after).
- Develop event promotion strategies (social media campaigns, invitations, newsletters).
- Coordinate live coverage on social media and ensure post-event summaries and highlights are shared widely.
- Assist in identifying and positioning AfricaNenda in key industry events.

Qualifications and Experience:

- Bachelor's degree in communications, Journalism, Public Relations, Digital Marketing, or a related field (advanced degree or professional diploma preferred).
- 7+ years' experience in social media management and digital communications, ideally in international development or financial inclusion.
- Proven ability to manage multiple social media platforms (LinkedIn, Twitter/X, YouTube) and grow online communities.
- Strong copywriting and storytelling skills in English and French, with the ability to adapt tone for diverse audiences.
- Experience in designing and producing digital assets (infographics, visuals, short videos).
- Familiarity with tools such as Hootsuite, Canva, Adobe Creative Suite, and similar.
- Knowledge of digital financial services and/or development communications is an asset.
- Experience supporting event communications, including live social media coverage.
- Strong project management skills, able to deliver under tight deadlines.
- Comfortable working in a multicultural environment, with flexibility and initiative.

Application Process:

Interested candidates should submit their applications by email to applications@africanenda.org no later **06 October 2025**

Only highly qualified candidates will be considered, and only short-listed candidates will be contacted.