

TERMS OF REFERENCE – COMMUNICATIONS ASSISTANTS (TEMPORARY)

Position Title: Communications Assistants (2 Temporary positions)

Organization: AfricaNenda

Starting Date: ASAP

Location: Africa (remote)

Duration: 6 months

1. ABOUT AFRICANENDA

AfricaNenda is an African-led team of experts committed to unlocking the potential of digital financial services for the financially excluded across the continent by accelerating the scale-up of instant and inclusive payments systems. Our approach is to provide public and private sector stakeholders with technical expertise and the capacity to reduce barriers to digital payments. We want to enable everybody in Africa to make digital transactions seamlessly and at a low cost wherever they are on the continent by 2030.

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

2. PURPOSE OF THE POSITION

The Communications Assistants (Temporary) will support the AfricaNenda's Communications team through the scope of work as described below. He/she will be working on:

Content generation and social media

- Manage social media channels (Twitter, LinkedIn, YouTube) including content strategy and regular engagement monitoring
- Design social media assets for increased audience engagement and collaborate on multimedia content creation for social media channels
- Promote knowledge exchange within AfricaNenda Community of Practice through proactive management
- Propose new initiatives to engage audiences, drive traffic to social media channels and AfricaNenda website
- Collect, organize and share relevant industry information within the Community of Practice
- Drive promotion of published content across diverse social media platforms

Publications

- Oversee AfricaNenda's media and publications activities.
- Develop and maintain AfricaNenda media database
- Keep AfricaNenda editorial calendar up to date

- Liaise effectively with editors/ translators to ensure collaborative and timely content delivery.
- Facilitate the seamless publication of content on AfricaNenda's official website.
- Take charge of the newsletter, including preparing content and validating it with the team.
- Ensure newsletter publication aligns with AfricaNenda's calendar for cohesive messaging and communication strategy.

Events

- Follow up on the event calendar, supporting the communications team in event organization.
- Ensure thorough documentation of events and facilitate their sharing on the official website and social media channels for broader outreach and engagement of documents, and helping with correspondence and research.
- Identify and secure participation in industry events, maximizing exposure

General tasks

- Support the Communications Team to prepare materials and content for major activities, launches and media outreach
- Provide other support and assistance as required

3. QUALIFICATIONS REQUIRED

- Bachelor's or equivalent degree in Journalism, Communications, Design, Arts, Information Communications Technology, or other related fields.
- Minimum of 2 years of professional experience in communications
- Demonstrable skills in analytical thinking, communication and research.
- English and French written and spoken proficiency, as well as good writing and editing skills
- Proficient in computer skills (MS Office, Teams, SharePoint...)
- Familiarity with social media tools, including but not limited to Buffer, Canva, Hootsuite, and Creative Cloud.
- Strong organizational, communication and interpersonal skills with the ability to work under short timings within an international setting.
- Ability to adapt to new environments and to establish and maintain good working relations with individuals of different cultural backgrounds.
- Ability to perform a variety of administrative tasks.

4. MONITORING AND PROGRESS CONTROLS

- The Communications Assistants (Temporary) will work under the primary supervision of the Community Engagement and social media Lead, and interact on a daily basis with the wider Communications team and other AfricaNenda team members.

To apply: Send CV and motivation letter to info@africanenda.org before 20 December, 2023, with subject line “Communications Assistant”