

Job Description - Marketing & Communications Officer

Location	Lusaka, Zambia
Duration of contract	12 month contract with renewal based on high performance
Expected start date	TBC
Reporting to	Events Fundraising Manager - UK
Salary	ZMW 16,000 basic with benefits.

What we do

TackleAfrica uses the power and popularity of football to deliver HIV and Sexual and Reproductive Health and Rights (SRHR) information and services to young people on football pitches across the continent. We do this by training African football coaches, games teachers and community leaders to use fun, interactive football sessions with inbuilt sexual health messaging with their players. Alongside receiving



sexual health information during football sessions, players also have the chance to access sexual health services at sessions and football tournaments, such as HIV testing, condoms and other contraception, and referrals to further clinical services. We have programmes in twelve African countries, run through partnerships with local community organisations and football clubs.

Our Values

We are, as individuals and as an organisation:

- Committed to operational excellence
- Passionate for innovation with proven success
- Respectful of individual choice

We embody these values by demonstrating the following behaviours:

- Motivating people
- Building team spirit
- Delivering operational excellence
- Empowering staff
- Leading by example



Summary of post

TackleAfrica Zambia's Marketing and Communications Officer will be responsible for telling the story of TackleAfrica - communicating with our supporters, creating awareness among our stakeholders, telling the stories of our coaches and players and celebrating the successes of our programmes. The role will lead on content creation and communication across all our communication platforms with the aim of reaching and engaging more supporters for TackleAfrica. The role will be positioned with TackleAfrica Zambia but work across the whole of TackleAfrica.

Lusaka based, with travel across Zambia and beyond as required.

Responsibilities

1. Communications

- a. Manage TackleAfrica's Social Media platforms and drive the evolution of our Social Media Plan
- b. Manage TackleAfrica's website ensuring interesting, relevant and regular content
- c. Develop TackleAfrica's communications calendar we can use over the coming years, allowing us to work two weeks ahead of deadlines and schedule our stories
- d. Lead the creation of TackleAfrica's Annual Report assisted by stakeholders across the organisation
- e. Evaluate our Social media platforms by creating regular social media analytics reports
- f. Achieve annually agreed targets for growth in TackleAfrica followers across multiple platforms
- g. Write press releases and communicate with the media

2. Content Creation

- a. Create and support the generation of great new content for TackleAfrica's website, newsletters and all social media platforms from across the countries TackleAfrica work in for both fundraising events and programme reporting

3. Marketing

- a. Support the development of external documents for colleagues following TackleAfrica's brand guidelines
- b. Assist the development, promotion and delivery of fundraising events for TackleAfrica Zambia
- c. Represent TackleAfrica at meetings, networking events and conferences to build and promote the profile of the organisation

Key Skills

Above all, you need to be a highly motivated, resourceful, adaptable and self-sufficient individual and be able to build on existing and create new contacts within London footballing networks.



We're looking for...

- An excellent complement to TackleAfrica's Values and Behaviours with a willingness to get involved with areas of work outside of your remit
- Previous experience working in communications and marketing with proven success in creating social media content and managing social media platforms
- Excellent written and verbal English communication skills, including strong writing skills (strong knowledge of English grammar and usage) with the ability to communicate with a range of people at different levels
- A creative thinker and quick to respond to opportunities
- Ability to be passionate and inspiring when communicating about the work of TackleAfrica
- Excellent organisational skills and the ability to work to deadlines and manage competing priorities
- Excellent IT and computer skills particularly in the use of Microsoft office, communication and presentation software
- Ability to work flexibly as part of a small, geographically spread team with a willingness to work alone for periods of time without close supervision

Benefits

All work related expenses such as work-related airtime, travel expenses and stationery will be provided. A laptop and phone will be provided.

For all enquiries, contact recruitment@tackleafrica.org