



COMMUNICATIONS MANAGER

POSITION DESCRIPTION AND RESPONSIBILITIES

ABOUT CORPSAFRICA:

Founded in 2011, CorpsAfrica provides the opportunity for Africans to serve in their own countries, along the lines of the Peace Corps model. We train college-educated young Africans and send them to live for up to one year in rural, high-poverty communities to facilitate small-scale, high-impact projects that are identified by local people. CorpsAfrica aims to create a culture of public service in Africa by giving participants the opportunity to apply their education, skills, and energy toward helping their fellow citizens overcome extreme poverty.

www.corpsafrica.org

OVERVIEW OF THE POSITION:

Reporting to the Chief Development Officer and working closely with the senior management team and country office staff, the Communications Manager will work collaboratively to coordinate and manage the organization's communications efforts to broaden programmatic reach, secure key partnerships, and deepen the organization's impact. He/She will oversee organizational messaging and outreach across all media and platforms, ensuring consistency and high impact. He/She will coordinate communications activities with officers located in the African countries where we work. This is an excellent opportunity for a self-starter to gain management and nonprofit experience, be innovative and strategic, and help a dynamic organization expand carefully as well as boldly.

CLASSIFICATION: Full-time, exempt

SALARY AND BENEFITS: Salary is \$80,000 - \$90,000. CorpsAfrica offers a comprehensive benefits package including employer-paid medical insurance, 401(k), and paid time off.

LOCATION: Washington, DC, with a flexible telecommuting policy

REPORTS TO: Chief Development Officer

Specific responsibilities:

- Plan and implement marketing initiatives such as email marketing campaigns, social media outreach, press releases, and direct mailings in support of the organization's priorities
- Support the professional development of country office communications staff by collaborating on projects and campaigns, sharing best practices, and promoting an open, supportive culture
- Oversee the constant improvement of our website, including adding content and improving its functionality for users
- Maintain communications calendars and project timelines in collaboration with country office communications staff
- Ensure regular and high-quality press releases and media pitches
- Facilitate the overall digital creative and production processes—including initiation, scheduling, status updates, and approvals, and ensure projects are delivered on time and fully integrated with other efforts
- Maintain CorpsAfrica's Style and Branding Guide, and work with colleagues to assure adherence
- Monitor and adjust strategies based on tracking sheets and reports, project timelines and calendars, and other planning tools to keep tasks and projects on track
- Solicit and manage outside contractors to support communications efforts, as needed
- Other responsibilities as assigned

Qualifications:

- Bachelor's degree and at least four years of work experience are required; at least three years of digital marketing experience and/or communications experience in a non-profit setting
- Experience with various social media platforms and tools like Constant Contact, Hootsuite, Google Analytics, Salesforce, CMS, web editing software, SEO principles, and digital fundraising tools is a plus
- Solid understanding of online marketing for non-profits with a proven track record of strategizing, implementing, and optimizing communications campaigns
- Highly collaborative style and demonstrated ability to work across cultures
- Excellent written, oral, interpersonal, presentation, and creative problem-solving skills
- Fluency in English is required; fluency in French is preferred
- A strong commitment to the mission of CorpsAfrica is required, with a desire to support youth leadership, participatory community development, impact evaluation, transparency, and accountability

TO APPLY:

Interested applicants should submit a cover letter that illustrates qualifications relevant to this role and a résumé as a single PDF (titled, "LastName_FirstName – Communications Manager application") using the following link: [Communications Manager Application](#). The deadline to apply for the position is June 30, 2023. Applicants must be legally authorized to work full-time in the U.S. and should not require employment sponsorship.

As an Equal Opportunity Employer, CorpsAfrica encourages applications from all individuals regardless of age, gender, race, ethnicity, sexual orientation, gender identity, marital status, physical ability, or any other legally protected basis.