



Position: Communications Manager

Location: Accra, Ghana

Travel: Approximately 15% Regional

Start Date: July 13, 2020

Background

Established in 2011, the Global Shea Alliance (www.globalshea.com) is a non-profit industry association with 560 members from 35 countries including women's groups, brands and retailers, suppliers, and civil society. Through public private partnerships, the GSA promotes industry sustainability, quality practices and standards, and demand for shea in food and cosmetics.

Position Description:

The communications Manager will lead the development and implementation of organizational, industry, and consumer-facing communication strategies. Major responsibilities will include assessing communications needs and developing comprehensive communications plans, developing outreach materials, and curating communications materials. Additionally, the position will lead management of GSA annual conferences and exhibitions in Africa, U.S., and EU.

Specific responsibilities are as follows:

- Develops and implements a creative, innovative and state-of-the-art communications strategy to showcase results/outcomes of GSA's activities
- Write, edit and oversee the production of publications, including newsletters, reports, photos, infographics, social media messaging, etc., in compliance with donor branding guidelines and organizational policies;
- Lead the development and dissemination of marketing materials, social media content, and other mediums to amplify content generated from project activities;
- Help develop, measure and analyze new innovative communication strategies, initiatives, and tools to reach key audiences and advance the issues and mission of the organization.
- Provide strategic and programmatic advice on communications and knowledge exchange to project leadership to strengthen program design, work plans and implementation.
- Facilitates discussions with project staff to conceptualize, design and develop infographics, charts, maps and other visual content to translate technical findings into user-friendly products for non-technical audiences
- Lead the conceptualization, development and production of content for various materials including presentations, brochures, one-pagers, posters, press releases, briefings packs etc.

Qualifications

- 3- 5 years of cumulative work experience in positions of increasing responsibility in communications and media relations
- Excellent writing, editing, communication, presentation, and time management skills, with the ability to handle multiple priorities simultaneously
- Ability to tailor the tone, content and form of written output to a range of different audiences and variety of formats or platforms
- Strong understanding of communications, marketing, social media platforms, and tracking technologies
- Experience and proven success in developing and executing communication strategies and campaigns
- Ability to synthesize, simplify and communicate data in a lively, accurate and understandable manner
- Hands-on, positive, can-do attitude
- Passion for rural development and women's empowerment in Africa
- Bachelor's degree required, Master's degree a plus.
- Experience with Adobe Creative Suit and/or other design tools required
- Working proficiency in French

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