

Position: Communications Officer

Location: Accra, Ghana

Travel: 25%

Start Date: March 2024

Established in 2011, The Global Shea Alliance (GSA) is a non-profit industry association based in Accra, Ghana. We currently have 919 members from 39 countries including food and cosmetic brands, suppliers, women's groups, and non-profit organizations.

Through public private partnerships, the GSA promotes industry sustainability, quality practices and standards and demand for shea in food and cosmetics. We implement the following activities:



Quality

- Quality trainings for women's groups on kernel collection, processing, and storage.
- Implementation of kernel quality standards in collaboration with members and national/regional standards bodies.
- Small business trainings including accounting, marketing, packaging and formulation workshops.



Promotion

- Annual international conferences in West Africa, Europe, and the United States.
- Annual African cosmetics brand exhibition.
- International policy analysis and advocacy to remove trade barriers.
- Research on shea benefits in food and cosmetics.
- African national association development.
- International consumer and industry media engagement.



Sustainability

- Implementation of multi-stakeholder guidelines for sustainable business practices.
- Large-scale development projects including warehouse construction, business development trainings, health and safety initiatives, parkland management, improved planting materials, and conservation pilot projects.

We are recruiting a talented and dynamic Communications Officer to join our team. The ideal candidate will be passionate about creating compelling narratives, adept at utilizing various communication channels and committed to advancing our organization's mission through strategic communication initiatives. The successful candidate will report to the Communications Manager.

Duties and Responsibilities

- Develop engaging and effective communication and media materials for social and traditional media channels
- Manage and maintain GSA's social media presence, across all platforms, including community engagement and analytics tracking
- Compile and write newsletters, blogs and articles ensuring content is accurate and relevant
- Write press releases and develop press kits that connect journalists and media professionals to GSA activities
- Cultivate relationships with media outlets, influencers and stakeholders to secure coverage and partnerships
- Create engaging graphics and short videography
- Co-ordinate internal communication efforts to ensure consistent messaging and alignment across departments
- Monitor and analyse communication metrics to measure the effectiveness of campaigns and initiatives
- Support preparation for GSA conferences, assist in organising events, workshops, webinars and meetings
- Work with project leads to curate communication material to highlight project progress, results and achievements
- Develop engaging project fact sheets and 'one pagers'
- Provide inputs and direction to graphic designer on publications and production, proofreading support and co-ordinate content
- Attend field visits and activities when required, collecting content (written, audio and visual) for onward reporting
- Organise, maintain and safeguard GSA's communication material/library: videos, photos, reports, consent forms, etc
- Responsible for day to day website management including content production and uploads and website updates
- Provide social media, website, press and other digital analytics across communications channels and recommend adaptations to achieve target project outcomes
- Consistently follow GSA policies and quality management best practices
- Perform any other tasks assigned by the Communications Manager, or independently, which are consistent with the scope of work and the general requirements of GSA

Requirements

- Bachelor's degree in Communications, Marketing, Journalism or related field

- Proven experience in a communications role, preferably in a nonprofit, corporate, or agency environment
- Excellent written and verbal communication skills, with a keen eye for detail and accuracy
- Strong copywriting and editing abilities, photography, interviewing and reporting with the ability to tailor messaging for different audiences and channels
- Proficiency in social media management tools, content management systems, and analytics platforms
- Ability to work under deadline pressure and manage stakeholder demands and production schedules with diverse teams across multiple geographic areas
- Strong organisational, multi-asking, interpersonal, communications and team working skills
- Proficiency in MS Office/Google Docs required with graphic design and photo/video experience preferred
- Creative thinker with a strategic mindset and a passion for storytelling
- Strong interpersonal skills and the ability to collaborate effectively with cross functional teams
- Bilingual (english and french) is preferred (fluency in speech and writing)

If you are a proactive communicator with a passion for making a positive impact, we'd love to hear from you! Join us in our mission to create compelling, eye catching and valuable content. Apply now by submitting your resume and cover letter to msakyi@globalshea.com by 23 February 2024.