



## **EWB Long Term Fellowship African Management Initiative (AMI)**

**Role:** Marketing & Communications Manager

**Venture:** African Management Initiative (AMI)

**Website:** [www.africanmanagers.org](http://www.africanmanagers.org)

**Location:** Nairobi, Kenya

**Start Date:** Full-time Training in Toronto (accommodation provided) beginning October 1st 2017, departure for placement October 22<sup>nd</sup> 2017

**Duration:** 3 weeks of training in Toronto, 12 months in Kenya

**Engineers Without Borders Canada (EWB)** is a Canadian NGO that invests in people and ventures to create a thriving and sustainable world. Bolstered by its network of 40 chapters and 1300 members, EWB provides seed funding, talent and mentorship to social enterprises throughout Sub-Saharan Africa. For more information on EWB, visit <http://ewb.ca>.

### **The EWB Fellows Program**

The EWB Fellows Program exists to develop a cadre of Systems Change Leaders by equipping them with the opportunities, competencies and skills needed to build a more thriving and sustainable world. Every year we recruit 25-30 outstanding people for the 12-month Fellowship, placing successful candidates in one of our early-stage Ventures located throughout Sub Saharan Africa. This Fellowship opportunity is with the African Management Initiative (AMI) and is based in Nairobi, Kenya.

### **About AMI**

AMI is a pan-African entrepreneurial social business that empowers African managers, entrepreneurs and young professionals through practical and accessible learning and development tools. We help businesses develop productive and motivated workforces, we help entrepreneurs build thriving enterprises, and we help job seekers develop new skills and advance their careers. AMI is expanding rapidly. We have successfully raised investment, established offices in Nairobi and Johannesburg, engaged clients in East, West and Southern Africa, and in the process reached over 25,000 individuals in over 25 countries in Africa. AMI is now looking for a Marketing and Communications Manager to lead our marketing strategy and make



AMI the leading brand in workplace learning across the continent.

### **About the role**

The Marketing & Communications Manager will be based at AMI's office in Nairobi and will work with the leadership team as well as local teams in Nairobi, Johannesburg and Lagos. This is a mid to senior position for someone with extensive experience in business-to-business and multi-stakeholder marketing and communications, and a willingness to get stuck into a fast-moving entrepreneurial business. It's a chance for a marketing star with a passion for unlocking Africa's potential to contribute to the continent's transformation.

The Marketing & Communications Manager must be a creative, driven, organized, tech-savvy professional with superlative writing and design abilities. S/he must be able to translate complex learning theory into copy that sings, and create documents and campaigns that put AMI on the map – all on a limited budget.

As Marketing & Communications Manager for AMI, your responsibilities will include:

- Leading development and implementation of the company's market development and marketing strategy to support broader objectives
- Working with business development teams to develop local markets, improve market intelligence, conduct market research and provide support on sales proposals and presentations
- Managing lead generation campaigns across platforms to support local sales strategies
- Creating & maintaining all marketing materials, including company & product brochures, website front pages, presentation templates, reports and other collateral
- Developing and updating our library of client case studies and testimonials, including text/images and video
- Managing and expanding AMI's content marketing & digital presence to generate in-bound inquiries (blog, newsletter, social media), and ensure website is fully optimised
- Managing PR across regions, working with local agencies where relevant – write press releases, feature articles, columns and other articles
- Managing production of research and other thought leadership pieces
- Overseeing the marketing budget across regions, working with local general managers



- Working with CEO on larger proposals and funding opportunities
- Managing AMI's brand and messaging, ensuring consistency across offices
- Support local teams on planning and coverage of all public events

Sound exciting? Here's who we are looking for.

### **Skills**

- Ability to think strategically and creatively but execute methodically – eye on the big picture but unflinching attention to detail
- Exceptional writing and design skills – must write copy that sings and have a real eye for design
- Deep understanding of B2B marketing and communications, ideally in an African context
- Ability to identify and understand different customer segments and craft appropriate messaging
- Great verbal communicator – ability to build relationships with stakeholders at an executive level and to represent AMI publicly
- Strong Project Management and organisational skills
- A commitment to AMI's mission for building skills and developing talent across Africa through practical and affordable learning programmes
- Willingness to engage in robust debate while maintaining deep respect for others
- Thrives in a fast-paced, entrepreneurial environment
- Absolutely rock-solid integrity

### **Qualifications & Experience**

- Undergraduate degree in related field required
- Significant demonstrated professional experience in marketing and communications - some of this experience must include B2B and a business development and/or marketing component (essential)
- Experience working in Africa, ideally Kenya (preferred)
- Experience working in entrepreneurial or high-growth environment (essential)
- Experience working with Adobe suite, as well as social media and content management platforms (e.g. Hootsuite, Hubspot etc) (preferred)



Please note: You must be a Canadian citizen or permanent resident in order to apply. No exceptions.

### **Compensation**

All costs relating to the placement are either paid for directly by EWB (airfare, insurance, vaccinations, trainings) or indirectly through a living stipend, which covers food, living expenses, local travel, etc. Fellows also receive an honorarium that can be used to assist with repatriation costs that is provided after completion of 12 month contract. The stipend covers basic living expenses for a modest lifestyle in your placement country. You should not expect to save money during this year or use the stipend to cover previous expenses (ex. student loans).

Additionally, EWB offers a range of benefits including insurance, a settlement allowance, professional development opportunities, and more.

### **Application Instructions**

Submitting your application for the EWB Fellowship involves two steps:

Step 1: Under the subject line "Marketing and Communications - AMI", submit your CV/Resume to [ltfreruitment@ewb.ca](mailto:ltfreruitment@ewb.ca)

Step 2: Complete the [following online application form](#).

We **highly encourage** applicants to apply for more than one role as this is a highly competitive program. If you would like to submit your candidacy to more than one role, please fill out separate forms.

Applications will be reviewed, and interviews scheduled on a rolling basis, so please submit your application as soon as possible. If the posting is still on our website, consider the role available.

For further detail about EWB, please read our Fellowship FAQ, [our website](#).