



## **EWB Long Term Fellowship Marketing and Communications Manager - Viamo**

**Role:** Marketing and Communications Manager

**Venture:** Viamo

**Website:** <http://viamo.io>

**Location:** Accra, Ghana

**Start Date:** Training beginning May 7<sup>th</sup>, departure for placement May 27<sup>th</sup>, 2018

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

### **About Engineers Without Borders (EWB)**

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>.

### **About 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 Viamo and is based in Accra, Ghana.

### **About Viamo**

Viamo (formerly know as VOTO Mobile) is a fast growing social enterprise with over 15 offices around the world including hub offices in Accra, Dakar and Mumbai. Our services help partners distribute and collect information by engaging difficult-to-reach populations through their mobile phones. We specialize in interactive voice calls (including IVR) and SMS in local languages, instantly reaching across distance and literacy barriers. We serve a wide variety of use-cases including under the broad themes of Data Collection and Behaviour Change Communication: journalists who run national public interest surveys, rural clinics who distribute maternal health education, policy makers who study vaccine supply chains, economic development organizations who reach out to farmers, urban planners who monitor water distribution access, and academics who research the effect of public health interventions.



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## About the Role

Viamo has been relatively successful at convincing development organizations, one at a time, to consider mobile as part of their impact strategy. Over time, we have helped our partners implement hundreds of projects in over 100 countries and reached tens of millions of people. Viamo is excited to finally invest in documenting and learning from these stories, as well as sharing them with the development community.

The main activities in the role are:

1. Call Viamo staff and Viamo partners to understand and document the impact of our work.
2. Visit partner project sites to talk to end beneficiaries to understand and document the impact of our work.
3. Develop an impact measurement framework that can be adapted to each type of project Viamo is engaged in.
4. Write case studies about our work and impact in collaboration with our partners. Those should include as much evidence of impact as possible.
5. Manage Viamo's website and social media accounts. Try to get our impact stories published on relevant 3<sup>rd</sup>-party publications.
6. Communicate our impact stories internally within Viamo to motivate our staff.
7. Possibly create videos (with an agency?) to better explain what we do and/or showcase our projects.
8. Possibly take high-quality pictures in a few project locations to enhance our communication materials.
9. Support our staff with the creation of presentations or custom case studies in the context of business development.

Deliverables:

1. Three case studies per month published on our website.
2. One white paper per quarter about how to maximize the impact of mobile engagement initiatives
3. One mention of Viamo in a relevant 3<sup>rd</sup> party publication per quarter.
4. One internal video per month sharing an impact story with our staff.
5. One/Two pieces of custom communication material as requested by a business development staff.



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

### **Skills & Qualifications**

- Excellent writing and oral communication skills (Bilingual English and French is an asset). Writing portfolio will be asked as part of the selection process.
- Experience with impact measurement in an international development context.
- Experience with business-to-business (enterprise) communication and marketing.
- Experience with video production, photography, graphic design, social media and presentations.
- Demonstrated autonomous aptitude: supervision for the role will be virtual.
- Demonstrated entrepreneurial aptitude: Viamo hasn't done much communication work so far.
- High personal standard for excellence.
- Strong interest/passion for the role of mobile engagement in development.

Please note: You must be a Canadian citizen, permanent resident, or landed immigrant 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. It is not likely that you will be able to use the stipend to cover previous expenses (ex. student loans). However, EWB will do its best to support you in extending the non-repayment period on student loans if necessary.

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:



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Step 1: Under the subject line “Marketing and Communications Manager - Viamo”, submit your CV/Resume to [ltfrecruitment@ewb.ca](mailto:ltfrecruitment@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 refer to our [website](#).