

TEACHFORNIGERIA

Title: Head, Marketing and Communications

Reporting to: The CEO

Start Date: Immediately

Type: Full-time

Location: Based in Lagos, Nigeria

About Teach For Nigeria

[Teach For Nigeria \(TFN\)](#) is focused on developing a movement of leaders across the nation who are committed to ending educational inequity. In the short term through a two-year Fellowship, TFN recruits Nigeria's most outstanding university graduates and young professionals of all academic disciplines to teach as full-time teachers (as Fellows) in high-need schools in poor communities.

Through this experience, our Fellows gain exposure to the realities of Nigeria's education system and begin to identify their role in building a wider movement for educational equity. In the long term, TFN supports its alumni – equipped with the experience, conviction, and insight that comes from leading children to fulfill their potential – to be a force for change, working from across sectors to expand educational opportunities.

Position Summary

For our organization to achieve its goal, your role as Marketing & Communication Specialist will have a direct contribution to positioning and selling the organization's brand and increasing its visibility. We are searching for a Marketing & Communications Specialist to lead Teach For Nigeria's Media/Communications strategy and public relations efforts. The Marketing & Communications Specialist will strive to leverage national, local, and youth-based media to drive broad public understanding of Teach For Nigeria's mission, impact, and support key organizational goals.

Mission for the role

1. Lead Teach For Nigeria's communication efforts to ensure organizational key messages effectively reach all of our priority target audiences (prospective applicants, prospective and existing corporate donors, policy and decision-makers, and school principals).
2. Lead Teach For Nigeria's marketing efforts and work with the Program team to ensure that the organization generates a sufficient number of quality registrations and applications for the Teach For Nigeria Program.
3. Be an effective leader of the Marketing and Communications team developing an

overall team vision and strategy and ensuring working team processes and structures.

4. Act as the ultimate organizational brand champion, develop internal brand stewardship among our community (staff, teachers, alumni, and supporters), and ensure brand alignment in all external communication and marketing collateral.

5. Build and maintain strong relationships with national and regional journalists to ensure positive and sufficient coverage of the organization's work and impact.

6. Be a strong role model for our organizational value within the TFN community as well as an engaged member of the organizational leadership team.

Major Responsibilities

- ❖ Build a better understanding of the characteristics of all target audiences, interests, desires, preferences, etc.
- ❖ Thoroughly analyze the dynamics and culture behind each target audience.
- ❖ Understand the web of influences and key players within each target audience.
- ❖ Effectively formulate specific core messages that lead to certain desired behaviors from each target audience.
- ❖ Identify key communication channels and other relevant tactics through which TFN can engage its audience.
- ❖ Lead the effective management of all social media channels (Facebook, Instagram, LinkedIn, Youtube, X, etc).
- ❖ Lead the content development and design activities for all marketing channels
- ❖ Identify key print and online media channels through which TFN can reach the maximum number of people from each target audience.
- ❖ Ensure that we leverage all of our public events in terms of communicating our brand and core messages.
- ❖ Coordinate and conduct target market research and brand perception analysis among all target audiences.
- ❖ Oversee the development and execution of TFN's annual marketing strategy
- ❖ Review TFN's marketing strategic activities and processes regularly to adapt strategy as needed and plan required innovations and changes based on outcomes and data.
- ❖ Oversee the production of strong marketing collateral for the organization
- ❖ Develop a clear vision and strategy for TFN's Marketing & Communications team.
- ❖ Manage and support the marketing/communications components of all units through regular check-ins and step-backs.
- ❖ Manage the marketing and Communications team budget.
- ❖ Conduct internal training on brand stewardship and use of the brand guidelines.

- ❖ Design a system & structure to support team members with branding/marketing requests when creating external documents to ensure alignment with our brand identity and core messaging.
- ❖ Review all materials for external audiences that are developed by other internal teams.
- ❖ Develop and implement a proactive plan to position the organization as an opinion leader in education and a top employer for the University's graduates and young professionals.
- ❖ Respond to media channel inquiries and react to news agenda.
- ❖ Create an effective crisis communication plan to ensure the organization is fully prepared when a crisis emerges.
- ❖ Meet with and engage national and international journalists to generate positive media coverage.
- ❖ Ensure clear systems are in place for planning & identifying proactive and reactive opportunities.
- ❖ Manage the effective monitoring of our marketing activities and sharing and evaluating its success.
- ❖ Ensure relevant units are suitably briefed, aware of key organizational positions and messages, and suitably trained to understand how to support the marketing & communications unit
- ❖ Write and distribute press releases and op-eds.
- ❖ Plan and execute online fundraising campaigns.

Knowledge & Skills

- ❖ 5+ years of experience in progressively responsible Marketing & Communications roles
- ❖ Fluency in English
- ❖ A demonstrated track record in building a strong brand is required.
- ❖ Experience designing and facilitating marketing strategy is required.
- ❖ Significant experience working in marketing, media, communications, and public relations
- ❖ At a minimum, a Bachelor's degree is required

Perseverance & entrepreneurship

- ❖ Feel passionate about the Teach For Nigeria mission and our role model.
- ❖ Looking for an intense and stimulating challenge.
- ❖ Understand the requirements of the role.

Exceptional communication skills

- ❖ Write press releases, articles, and other texts for online and printed materials.
- ❖ Able to look through client perspectives and prioritize/adapt messaging.
- ❖ Provide feedback to team members on presentations and written communication pieces.

Strategic thinking & problem solving

- ❖ Identify, prioritize and proactively anticipate opportunities/problems to solve.
- ❖ Use logic and data to analyze situations.
- ❖ Develop high-quality and actionable strategies/solutions.

Making decisions/demonstrating judgment

- ❖ Use appropriate context and data to make sensible decisions
- ❖ Display sound judgment when faced with tough decisions

Ability to influence and motivate others

- ❖ Convince others to act in a desired way

Drive

- ❖ Work through obstacles purposefully and relentlessly
- ❖ Maintain a sense of possibility even during tough times
- ❖ Be action-oriented
- ❖ Put in the work necessary to achieve results.

Learning and continuously improving

- ❖ Strive to continuously improve self, the marketing and communications team processes, and use data to drive action.
- ❖ Incorporate feedback from others and data-driven reflection on successes and failures.

Compensation

Salary is competitive in the Nigerian context and depends on prior experience. Additionally, there is ample opportunity for professional development and mobility within the organization, as well as access to professional development through the global Teach For All network.

How to Apply

Please email your resume and a **one-page** cover letter to **careers@teachfornigeria.org**. Please indicate the position applied for in the subject line of your email. Your cover letter should include why you are interested in Teach For Nigeria and in this position. Only short-listed candidates will be contacted.