

# TEACHFORNIGERIA

Title: Head, Marketing and Communications

Reporting to: Operations Director

Type: Full-time

Location: 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.

As a growing organization working in a complex environment, we are looking for exceptional individuals who are both self-directed and strong team players to make up our leadership team.

## **Position Summary**

For our organization to achieve its goal, the role of Head, Marketing & Communications has a direct impact in the company's positioning, brand visibility and acceptance. We are searching for a strategic Head of Marketing & Communications to lead Teach for Nigeria's efforts in brand management, marketing, communications and public relations.

The Head of Marketing & Communications 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.

## **Strategic Expectations for the Role**

1. Lead Teach for Nigeria's communication efforts to ensure organizational key messages effectively reach all priority target audiences (prospective applicants, prospective and existing corporate donors, policy and decision-makers, public school leadership and other stakeholders in the education sector).
2. Lead Teach for Nigeria's marketing efforts and work with the Programs team to ensure that the organization achieves its objectives across the various

programmatic areas.

3. Act as the ultimate 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.
4. Be an effective leader of the Marketing and Communications team developing an overall team vision and strategy and ensuring working team processes and structures.
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 role model of our organisational values within the TFN community as well as an engaged member of the organisation's leadership team.

### **Key Responsibilities**

- Develop a clear vision and strategy for TFN's Marketing & Communications team.
- Build a deep understanding of the characteristics of all target audiences, interests, desires, preferences, etc. and use this knowledge to formulate specific messages that lead to 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 adequate leverage of all TFN's public events to communicate the brand and core messages.
- Identify, prioritize and proactively anticipate opportunities/problems to solve.
- Coordinate 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
- 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 University graduates and young professionals.
- Manage proactive responses to media channel inquiries and professional reactions to news items.
- Create an effective crisis communication plan to ensure the organization is fully prepared for crisis situations.
- Manage interactions and relationships with national and international journalists to generate positive media coverage.
- Oversee the development and distribution of press releases and op-eds.
- Collaborate with the Development & Partnerships team to plan and execute fundraising campaigns.

### **Knowledge & Skills**

- 7+ years experience in progressively responsible Marketing & Communications roles, with at least 2 years in a managerial position
- Bachelor's degree in Marketing, related or other discipline
- Relevant marketing certifications
- Breadth of experience across all functional areas including brand management, corporate communications, media and public relations
- A demonstrated track record of building and/ or managing a strong brand.
- Experience designing and implementing a marketing strategy.
- Exceptional and effective communication skills
- Ability to identify, demonstrate and drive creativity in strategic and operational deliverables
- Strong problem solving and decision making skills
- Fluency in English

### **How to Apply**

Please email your resume and a one-page cover letter to [careers@teachfornigeria.org](mailto: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.