

TEACHFORNIGERIA

Title: Senior Marketing and Communications Officer

Reporting to: Head, Marketing and Communications

Start Date: Immediately

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.

Position Summary

The Senior Marketing and Communications Officer supports the implementation of the TFN's communication strategy with a focus on digital engagement, content production, brand visibility, and media relations. The role involves leading content creation, supervising communication officers, and ensuring high-quality outputs across all platforms.

Key Responsibilities

- Serve as a critical support to the Head of Marketing and Communications in the fulfilment of the unit's mission, which includes:
- Ensuring Teach for Nigeria's key messages effectively reach all priority target audiences (prospective applicants, prospective and existing corporate donors, policy and decision-makers, and school principals).
- Ensuring the organization generates a sufficient number of quality registrations and applications for its programs.
- Coordinating the Marketing and Communications team, processes and structures
- support the unit's strategy and in effect, TFN's vision.
- Championing the TFN brand and developing internal brand stewardship among our community (staff, teachers, alumni, and supporters), to ensure brand alignment in all external communication and marketing collateral.
- Building and maintaining strong relationships with national and regional journalists to ensure positive and sufficient coverage of the organization's work and impact.
- Provide critical oversight for the development and execution of TFN's annual marketing strategy.
- Lead the periodic review of TFN's marketing activities and processes, making recommendations for change and adoption of innovative practices as necessary.

TEACHFORNIGERIA

- Support the Head of Marketing and Communications in organizing various projects, undertake daily administrative tasks to ensure departmental functionality, cultivate and maintain internal networks, and fulfil additional duties as required.
- Create a system to consistently collaborate with other teams to source data, collect stories of impact, information/update from diverse stakeholders/units/beneficiaries.
- Oversee the development and execution of the social media content plan, ensuring its alignment with organizational goals, in collaboration with different units.
- Identify key print and online media channels through which TFN can reach its target audience.
- Lead in amalgamating all brand elements, incorporating messaging and insights from the marketing team and various audience segments, as well as content from other departments.
- Coordinate with content producers throughout Teach for Nigeria to generate content tailored for social media channels, fostering robust engagement with TFN's Fellows, Alumni, parents, donors, and other stakeholders.
- Oversee publishing and adaptation of content across approved central social media platforms, encompassing copy, articles, photography, videos, and more.
- Manage the marketing and Communications team budget as assigned.

Knowledge & Skills

- 3 to 5 years progressive experience in Marketing & Communications role.
- Fluent 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

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

Follow the steps below to complete the form:

- Click on this link: [Link to Application Form](#)
- Follow the on-screen instructions to submit your application.

Application Deadline: 4th, July 2025.

Please Note: Only short-listed candidates will be contacted.