

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.

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- 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 and support the marketing and communications team through regular check-ins and provide feedback for improvement.
- Manage the marketing and Communications team budget.

Brand Management

- Develop (and maintain) TFN's brand book detailing its brand identity, including its visual and messaging components such as logo, colors, fonts, images, sounds, smells, materials, target audience, brand values, brand story, etc.
- Provide direction for creating the organization's branding material.
- Facilitate communication to employees and stakeholders regarding the organization's brand and answer any questions.
- Lead ideation and crafting of design concepts and solutions for campaigns, fundraising initiatives, and communication materials that effectively highlight Teach for Nigeria's mission.
- Collaborate with team and key stakeholders to ensure designs meet organizational standards and accurately convey desired messages
- Coordinate the conduct of internal training on brand stewardship and use of the brand guidelines.
- Work closely with cross-functional teams to integrate feedback, adhere to best practices, and maintain consistent organizational branding.
- Stay up to date with industry advancements and technological tools, conducting research on design and technology trends through publications and other sources.
- Foster knowledge sharing and idea exchange with colleagues, ensuring that design approaches remain current, cohesive, and resonate with target audiences.

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- Continually survey the social media landscape to identify new platforms/research/ design and story-telling trends to adopt and improve the quality of designs and visuals.
- Monitor the performance of published content to identify impact, influence and acceptability to the target audience.

Content Development and Marketing (Organic & Paid)

- Lead critical activities such as content calendar development process, brand awareness drives, improvements in data capturing and engagement across all channels.
- Develop and ensure maintenance of the centralised database of impact stories, and drive the utilisation of these stories in strategic contents to promote TFN's programs.
- Lead the generation and placement of engaging, creative, and informative organic content across all central brand social media outposts which informs, inspires, and engages audiences with brand-focused messaging.
- Review and ensure content is optimized for each distinct channel, considering changing platform and audience requirements.
- Ensure all content is on-brand (working across all channels), whilst managing audience/stakeholders/donors/partners expectations as appropriate
- Ensure content has a high visual and influential impact and meets relevant corporate guidelines.
- Conduct ongoing research (as needed) to ensure content developed aligns with the audience needs.
- Coordinate paid activity with external suppliers (media agency) and internal Brand & Campaign marketing team.

Community Management

- Develop comprehensive public relations communication plans aligned with TFN's initiatives, timelines, and media opportunities.
- Spearhead daily community management across all key social media platforms, including Facebook, Twitter, Instagram, Snapchat, YouTube, and LinkedIn.
- Act as the primary point of contact for internal units and stakeholders regarding community management queries, issues, and feedback, and manage relationships to fulfil communication needs and objectives.
- Craft relevant statements during crisis situations to ensure timely and effective communication.
- Coordinate the team's involvement in the strategic planning and execution of communication initiatives, media relations efforts, and executive communications.
- Lead the execution of promotional events, optimizing their impact via both traditional and digital campaigns.
- Maintain direct communication channels with partners and cultivate trust-based relationships.
- Coordinate the development of an engagement strategy for stakeholders in e-marketing endeavours.

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- Coordinate and prepare executive and senior leadership for media interviews, including conduct of research to develop talking points.

Reporting

- Lead development and improvement of reports and marketing literature (brochures, press releases, etc.) to the wider organization and stakeholders to report on success/reach, in collaboration with the Development and Partnership Unit.
- Guide team to employ marketing analytics techniques in gathering important data (social media, web analytics, rankings, etc.)
- Use Google Analytics and other data sources to assess the impact efficiency of social media activity.
- Review reports and utilise insights to analyse/optimise paid activity, with a 'test, learn, refine' approach for future improvements.
- Monitor/report on key competitor activity.
- Compile and manage media contact lists.
- Continually survey the social media landscape to identify new platforms, research and analyse trends/opportunities to grow, reach, connect and convert core target audience.

Knowledge & Skills

- 3+ 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

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: 5th, December 2025.

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