

# Lively Minds Job Description – Head of Business Development & Marketing

**Reports to:** Chief Executive Officer

**Based:** For the first 12-18 months the post holder will need to be based in our office in Jinja Uganda. After this time the post holder can decide where they work from

**Salary:** Starting salary £40,000, then £45,000 in year 2 subject to performance (managed through performance management system)

**Hours:** Full time

**Contract:** Permanent

## About us

Our mission is to get preschool children in rural Africa school-ready. At present over 250 million children worldwide fail to receive the education and care they need in their early years which means they are less likely to do well in school, find gainful employment, and are at greater risk of early marriage, early parenthood and even criminality. Current approaches to solving this crisis are not proving effective or scalable in lower middle income countries.

That's where Lively Minds comes in. We have developed an award-winning Early Childhood Development programme that has been proven to get pre-schoolers in hard-to-reach communities school-ready, so they have a greater chance of succeeding in school and in life. The programme provides marginalised Mothers with a parenting course that empowers them to run educational Play Schemes for pre-schoolers and to provide better home-based care, using cheap local resources. The programme is delivered through government partners, is cheap and highly scalable.

Over the past few years the Lively Minds programme has been delivered in over 350 communities in rural Ghana and Uganda reaching over 50,000 children. During COVID we launched a radio programme for parents and this is now reaching over 2 million households each week. We are extremely proud that the Government of Ghana have now adopted the programme and we have a ground-breaking partnership with them to support them to institutionalise it, fund it and to scale it to 60 education districts, reaching over 4000 communities and 1 million children. We see this partnership as the test case that will provide the blueprint to take the programme to scale in Uganda and elsewhere within the next 5 years, so that we can have a transformative role in tackling the global ECD crisis.

To find out more about our programme, please visit [www.livelyminds.org](http://www.livelyminds.org)

## About the role

The post holder will have the exciting role of leading the development and implementation of expansion strategies to capitalise on our global scale and sustainability potential.

### Main duties and responsibilities

#### *Strategic Development*

- Work with the CEO and Head of Finance to develop and implement strategies for successful expansion in to new geographic markets. This will involve conducting market and political analysis, developing funding strategies, monetising our technical assistant role and exploring ways to fund this sustainably (including donor funding and transitioning to a fee-based structure)
- Develop and implement strategies to achieve indirect impact by influencing global ECD approaches and policies, particularly around “parents as the primary ECD providers”

#### *Government partnership in Uganda*

*Our goal is to establish a similar strategic partnership with Government of Uganda as we have in Ghana, so that government are responsible for delivering, funding and institutionalising the programme, with Lively Minds providing an agreed level of technical support. Over the next 18 months the post holder will lead and implement this approach. Key activities include*

- Recruit and line manage a government engagement consultant to support national engagement efforts
- Identify who the key decision makers and influencers are, how we reach them and develop the key messages and value proposition and pitches
- Gain meetings with the above decision makers and relevant ECD stakeholders and lobby for partnership
- Coordinate with SMT, Country Director Uganda and government and funders, to develop key features of the partnership, in particular funding and implementing roles and responsibilities and the technical support package

#### **Raising the global visibility of the organisation, the programme and the methodology**

- Propel Lively Minds in to a global ECD thought-leadership position by building Lively Minds’ network, and improving awareness of and recognition of Lively Minds and our approach/curriculum
- Lead on all Lively Minds communications, ensuring our messaging and communication remains on brand inside and outside the organisation.
- Generate high quality marketing and PR materials (i.e pitch decks, blogs, proposals, reports, web content, social media, videos, photos, presentations, award applications, news/features articles)
- Manage all content and updates to the website and social media platforms ensuring these are consistent with the Lively Minds brand.
- Facilitate and support engagement events (stakeholder and funder visits, dissemination events)
- Will keep abreast of political, policy and funding developments opportunities that could help or hinder Lively Minds’ scale and sustainability plans

- Represent Lively Minds where needed to present pitches & presentations and to attend workshops and symposia
- Build relationships with ECD stakeholders (multilateral and bilateral agencies, donors, governments, academics, NGOs and civil society organisations)

*You may be assigned any other responsibility in agreement with your line manager, in contribution to Lively Minds work and in recognition of your experience and skills. It is therefore expected for staff to be flexible and willing to contribute to the work of the wider team.*

## To succeed in this role, you:

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- to be entrepreneurial – with an irrepensible ability to generate relationships & seize opportunities, coupled with a sound business-minded approach at all times
- to be outcomes-driven. Our scale and sustainability strategy is challenging, and you will need to adopt an analytical and creative approach to overcome problems and achieve results.
- to have excellent communication, public speaking and presentation skills both verbal and written
- to be resilient - managing stakeholder relations is challenging and requires excellent emotional intelligence and the ability to recover quickly from setbacks.
- to be a leader - as part of our global senior management team you will need to be a self-starter, to have complete mastery - of your portfolio and be able to deliver high-quality thoughtful work in a fast-pace high pressure environment
- to collaborate well with other team members, and to drive high performance in others

## Technical abilities

### Essential

- Minimum of 8 years' experience of marketing/stakeholder relations/ or institutional fundraising in the global South
- Proven experience of cultivating high level partnerships/contracts
- Experience of developing and delivering strategy
- Experience of pitching, presenting and representation at conferences
- Excellent communication (English), both oral and written
- Experience managing and coaching others
- Ability to manage a complex and varied work load and to work under pressure

### Desirable

- ECD/education experience in the global south
- Experience working with bilateral organisations
- Fundraising, marketing or project management qualification

## How to apply

If this sounds like you, please complete an application form and send it together with your CV to [jobs@livelyminds.org](mailto:jobs@livelyminds.org) by **11:59pm GMT on Monday 3 January 2022**.

Due to resource constraints, we apologise, but we will only respond to shortlisted candidates.

Lively Minds operates a strict Child & Vulnerable Adult Protection Policy, and we therefore check suitability of successful candidates through background checks consisting of references and police checks.

Lively Minds is fully committed to equity, diversity and inclusion. We want this to be reflected in the diversity of the people who work for us and we welcome applications from people from all backgrounds and identities.