

Job Description – Marketing and Communication Officer

Reports to: Head of Marketing and Communications

Based: Tamale, Ghana

Hours: Full time

Compensation: Band 5a

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 is 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. It genuinely has the potential to play a transformative role in ending the global ECD crisis.

We are a lively ambitious organisation, determined to have a major positive impact on the world. We work hard, at a fast pace, in a challenging environment. We expect everyone to give their best to achieve the best possible results. Our work is demanding, but provides plenty of opportunity for innovation, responsibility, growth, collaboration, creativity and fun. We want all staff to be happy, fulfilled and to feel appreciated and valued in their work.

Over the past few years the Lively Minds programme, currently operating in over 1000 communities in rural Ghana and Uganda is reaching over 120,000 children, with this figure set to triple over the next few years. 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.

There is a lot of work to be done as we go through this step-change. We have recently grown our team from 45 to nearly 100 FTEs. We are developing new systems and processes to

ensure that our government partners are able to deliver to quality standards at scale, and our staff are enabled to provide them with high-quality technical support.

To find out more about our programme, please visit www.livelyminds.org.

About the role:

The postholder will have the exciting role of supporting the team in Ghana strengthen our communications approach. The postholder will support our communications and marketing activities to ensure the GES Lively Minds programme increases its visibility amongst key stakeholders.

Main Duties and Responsibilities

- Works closely with the Head of Marketing and Communication and our managers in Ghana and Uganda to ensure that we maintain active presence on all LM social media platforms.
- Photograph programme activities, collect and share relevant content/report on field activities.
- Develop and produce engaging, promotional and informational communication and marketing materials e.g. flyers, videos, social media content, etc.
- Support in the production of reports to donors and other stakeholders by collating the progress of our programme.
- Liaises with our IT team in keeping track of LM marketing and communications trends .
- Assist in developing escalation protocols for managing communication crisis.
- Assist in conducting market research to identify opportunities for promotion and growth
- Support in drafting Lively Minds communications with approval from Head of Marketing & Communications
- Support Head of Marketing and Communications in drafting 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)
- Provide administrative support for all content and updates to the website and social media platforms ensuring these are consistent with the Lively Minds brand.
- Support in organising engagement events (stakeholder and funder visits, dissemination events)

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 will be

- A great communicator and marketer with excellent attention to detail and good interpersonal skills
- Strong writing and analytical skills
- Analytical: Constantly monitoring progress and results to iterate and get the best result
- Creative, proactive, and energetic: bringing new ideas and a can-do attitude to get to the very best sustainable results.
- A team player that values and prioritises inclusivity: helping to create a positive work environment where everyone is motivated and feels able to participate, learn, improve and contribute
- Able to deliver high quality work in a fast-pace high pressure environment with minimal supervision

Experience and Skills

Essential Experience and Skills

- Undergraduate degree, preferably in communication and marketing
- IT Savvy
- 1-2 years experience in Marketing and Communication skills, including knowledge in photography
- Knowledge of current marketing and communication tools

Desirable Experience and Skills

- Experience delivering training and building the capacity of others

You will be expected to perform against the Lively Minds Competencies.

How to apply

If this sounds like you, please complete an application form and send it together with your CV to jobs@livelyminds.org by 11:59pm GMT 24th January 2023.

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.