



Consultant Opportunity: Communications Manager

The Rallying Cry is an initiative catalyzing private sector investment in gender and climate in Africa, shifting women's voices from the frontline of climate change to the forefront of global leadership.

Focused on agribusiness in Zambia and Kenya, our work is supported by FMO, Building Prospects and the Dutch Ministry of Foreign Affairs, and other partners. The Rallying Cry is a product of female leadership, shared values and collective wisdom.

Opportunity

Are you passionate about our mission to elevate African women entrepreneurs and promote investment in climate change innovation? Could you develop and implement data-driven plans to engage and inform audiences about our events and programs?

Our growing initiative needs an experienced communications professional to take the reins in the newly created role of Communications Manager, successfully building and sustaining our:

- **Voice:** Translate our ethos, vision, mission, values and activities into a consistent, compelling voice, brand and strategy across all our communications
- **Content:** Create and deliver planned, engaging content across audiences and channels
- **Profile:** Raise our visibility, positioning us in local/ global relevant fora, platforms, media
- **Online Community:** Build, grow and curate an online community of African women climate entrepreneurs through our new Enterprise Network

Areas of Responsibility

- 1. Voice and Strategy:** Translate our ethos, vision, mission, values and activities into a consistent voice and brand across all our communications and engagement
 - Build on our **Communications Strategy**, setting our aims, processes and metrics
 - Develop and maintain brand, **key messages, position statements and quotes**, ensuring consistent voice and messaging across our digital marketing campaigns and all outputs
 - Develop our **lexicon** to continually refine messaging and share learning within the field
 - Be product owner of our external comms platforms, leading an annual **Technology Audit**
- 2. Content:** Develop and deliver engaging digital and print content for our various stakeholders across a range of platforms
 - Develop and implement a proactive/ reactive **Communications Plan** enabling you to create compelling **events, text, image/ video content** for **website, social media, press, reports**, etc
 - Working with project leads, our external design agency and strategic partners, support finalization and launch of our **COP27** program and **Thought Leadership Report**
 - Gather and amplify **stories, case studies and bios** to communicate impact and make the business case for investing in gender and climate enterprises – and in us as an initiative
 - Working with our external developer, keep our website updated and optimized
- 3. Raising Profile:** Raise our visibility, engaging powerfully across relevant channels, positioning us in impactful global, regional and local fora, platforms and media
 - Develop and promote PR materials, e.g. **Impact Reports** to share our insights as an intermediary connecting investors with frontline climate entrepreneurs
 - Ensure our content builds meaningful connections and sparks measurable action
 - Continuously improve by capturing and analyzing data, metrics and insights
 - Nurture **media relations** and gain coverage at the nexus of gender/ climate/ finance

4. **Online Community:** Build, recruit, retain and curate an online community of inspiring and leading African women climate entrepreneurs
- Design and curate our new **Enterprise Network**, a pan-African agribusiness community of practice, to connect and elevate >200 frontline enterprises at the nexus of climate/ gender
 - Lead in creating a peer-to-peer **virtual platform** for members and develop **relevant, interactive member content** e.g. events, newsletters, WhatsApp group and social media
 - Seek speaking and engagement **opportunities for network members** in relevant fora, helping create seats at the table to shape and influence climate and gender policy
 - Build a **“feeder”** of suitable enterprises to progress from the Enterprise Network to our Activator Program, identifying needs and opportunities for investment, scaling and growth

5. Team Engagement and Support

Join a vibrant, international, remote team passionate about elevating African women climate entrepreneurs and their stories.

Current team activities include weekly, monthly and quarterly Zoom meetings. We update on progress against goals, identify dependencies and share knowledge to increase collaboration.

You may also be asked to support events with enterprises, capital allocators, capacity builders or other partners.

After a successful COP26, we are all-hands-on-deck in the lead-up to COP27!

Essential Skills & Competencies

- Relevant degree, e.g. Communications, Media, Journalism or International Development
- 5 years'+ paid professional media experience preferably at an INGO or similar
- Experience devising comms strategies, handling media relations and securing coverage
- Sharp writing skills for different audiences/ channels, e.g. web, social media, publications
- Excellent verbal communication and event management skills, confidently co-creating and leading events e.g. workshops, masterclasses and conferences
- Experience measuring impact of events, campaigns and publications
- Proficiency in our core systems e.g. MS Office, Google Workspace, MailChimp, Slack
- Experience running organizational social networks - Linked In, Twitter, facebook, YouTube
- Act as product owner for external communications systems, leading on technology audits
- Knowledge of digital marketing/ design principles, e.g. CRO, SEO, WordPress, Analytics
- Track record of successfully growing, retaining and engaging online communities
- Ability to work with diverse stakeholders to amplify stories of women entrepreneurs
- Fluent spoken and written English

Desirable Skills & Competencies

- Design and publishing skills, e.g. InDesign, Creative Cloud, Photoshop
- Data visualisation and infographics skills, e.g. Canva, Piktochart, Visme, Power BI
- Photo and/ or video skills, e.g. Adobe Premiere Pro, FinalCutPro, iMovie, PowerDirector
- Experience running organisational accounts on TikTok, Instagram, etc
- Competence in relevant languages, e.g. Swahili, Bemba, Nyanja, French, Arabic

Qualities

You are a highly personable, organized, efficient and experienced communications specialist, able to work accurately and proactively – a quick learner with good attention to detail, able to grasp and simplify complex ideas into clear, compelling content.

Positive in the face of challenges and a solutions-focused multi-tasker, you ably lead on communications strategy and collaborate on implementation. You have great interpersonal and digital skills and are used to working in contexts involving fluidity and shifts in pace. Experienced working remotely in teams dispersed across time zones, you are comfortable networking with and developing content for different audiences using emotional intelligence, critical thinking and technology.

Ideally you are a female applicant based in Kenya or Zambia, but we are open to suitable candidates of any gender, age, ethnicity, religion, ability, sexuality, family status or location, sharing our commitment to promoting female leadership values, elevating African women climate entrepreneurs, and widening access to capital investment.

Work Pattern and Package

Benefits:

- **Join** a dynamic, global, multidisciplinary team from diverse backgrounds and experiences, united by shared vision for inclusive climate leadership and finance
- **Shape** the media strategy of an early-stage NGO and lead on designing and implementing this, beginning with maximising our impact at COP27
- **Gain** knowledge of climate finance, gender-lens investment and African agribusiness

The role is:

- **Flexibly part-time, Mon-Fri, 2-3 days per week (14-21 hours)**. We can consider any workable proposals though at times, availability must be driven by project demands
- **Remote and location-agnostic**, overlapping with GMT / EAT time zones. Travel may be required to Zambia, Kenya or Egypt
- **An initial six-month contract**, renewable subject to performance and funding. Salary is negotiable from **EUR 100-300** per day, depending on experience and location
- In **your country of residence** on your own equipment – no employment visas are offered

Application Process

To apply, send the following to helena@therallyingcry.org by **15:00 EAT** (East Africa Time) on **Mon 5 Sep 2022** with the subject APPLICATION: Communications Manager - First Name Surname:

- Your **CV (max. 2 pages)**
- A **one-page proposal** including your bio, expected € day rate, start date, proposed work pattern – please also state where you saw the job advert
- A **video of 2 min. max.**, introducing yourself and telling us why you are right for the role
- A **writing sample**, preferably published online
- Contact details of **two professional referees**

Interviews will take place on **Wed 7 Sep** and **Thur 8 Sep** via Zoom.

Only complete applications fully following the process can be considered.

We aim to reply to all eligible applicants but, given our limited resources, this can take time. We kindly request you not to contact us to query the status of your application.