



## OUR CLIENT

Our client, one of the world's largest and fastest-growing organizations with investments in over 450 educational institutions in Africa over a period of 6 years. The company demonstrates the right to succeed by giving low income families access to high-quality education that will allow their children to live a better life. They launched operations in Nigeria by the end of third quarter of 2015

It leverages experts, data, and technology to standardize and scale every aspect of quality education delivery, from how and where academies are built to how teachers are selected and trained, and how lessons are delivered and monitored for improvement. The company is vertically-integrated, tech-enabled, and on our way to profitability. It expects to continue rapid expansion in Africa. It has launched operations in Nigeria in the third quarter of 2015 as well as in Liberia and India in 2016.

## BACKGROUND

Africa is a key strategic focus as the company builds on its already strong footprint on the continent. This role is central to the company achieving the next leap in its exciting story of growth, and will provide the successful candidate with the opportunity to shape history in the making.

## ROLE PROFILE

<b>Job Title</b>	Public Relations Manager
<b>Reports to</b>	Global VP, Communications
<b>Supervises</b>	PR & Communications Team
<b>Location</b>	Lagos, Nigeria

## PURPOSE

As the Public Relations Manager, you will tell the Company's story across all channels, creating content, and strengthening and overseeing communications with journalists, stakeholders and opinion leaders.

Our ideal candidate will have a strong understanding of all mass communications channels and the ability to design content that optimises news and social media. They will be an extremely effective written communicator, a strategic planner, creative, and able to plug into an international Communications team. A keen sense of ownership, speedy execution, and scrappiness is a must.

You will have to;

- be effectively promote and defend the reputation of the organisation;
- raise the public profile of the organisation through the successful delivery of media and communication strategies;



- identify potential opportunities to increase media profile regionally, and deliver on them;
- offer media advice and insight to senior members of the Nigerian team, particularly on the implications of national news stories;
- engage in planning and delivery across the whole communications spectrum, including contribution to the delivery of high priority campaigns and policy developments, and the regional roll out of communications strategies;
- develop and manage key stakeholder relationships both internal and external;
- play a key role in ensuring that all communication is of an appropriate high standard, consistent with brand and key messages;
- have responsibility for the Nigerian Communications budget;

## **RESPONSIBILITIES**

- Lead an effective and efficient press office, at national level, in a fast-paced environment;
- Audit current communications in Nigeria and develop a plan for optimisation and improvements;
- Develop proactive external focussed multi-disciplinary media campaigns and stories;
- Crisis communications management;
- Communications project management;
- Offer advice on the best media approach to colleagues within the organisation;
- Map and prioritise external contacts within the media, and external stakeholders.
- Prepare and place media spokespeople into broadcast and print news media
- Plan and lead political engagements in Nigeria
- Plan and lead on the company's' engagement with conferences and events in Nigeria
- Contribute to internal communication content and stakeholder news content
- Develop a content calendar for all Nigeria channels
- Build partnerships with other education or social enterprises/non-profits, and education innovators
- Conduct influencer mapping audit and design a strategy for engagement
- Lead all external communications for the Nigerian operations
- Pro-actively engage with Communications leaders and colleagues around the world to ensure all work is completely aligned with the global strategy and global campaigns
- Actively participate in regular department and team meetings, contributing to strategy and tactical discussions which will be beneficial to the brand reputation;
- Maintain an awareness of own and others' Health and Safety and comply with the Health and Safety policy and procedures;
- Take personal responsibility for keeping up to date with the company's work globally.

## **QUALIFICATION / EXPERIENCE REQUIREMENTS**

### **Education:**

A bachelors' degree (or equivalent) with superior academic performance.

### **Experience:**

- Extensive experience of PR and Communications within a campaigning organisation;

- Detailed knowledge of the role of social media channels in PR and how to best utilise each channel for the organisation's benefit;
- A detailed understanding of, and proven experience in the media and political landscape in Nigeria
- International experience working for political, campaigning, non-profit, and other social enterprise type campaigns that concern an idea or movement rather than a product;
- A clear understanding of how to grow the distribution/popularity of channels based upon audience segmentation;
- Experience of digital content editing;
- Experience of film editing and direction;
- Appreciation of PR and Communications in emerging markets or underdeveloped countries;
- Ability to work independently and across country teams;
- Experience of engaging in public media debates with policy makers

### KEY RELATIONSHIPS

- Works closely with the global Communications team to delivery media strategies;
- Works closely with other managers in the business to develop and implement communication initiatives;
- Pro-actively works closely with managers and staff in all directorates to ensure clarity of key messages;
- Works and liaises with the Leadership Team and other senior managers as required;
- Media journalists
- Bloggers
- Social media influencers
- Delegated external agencies, media liaison and account management of external agencies.
- Works at a senior level with individuals, representatives and managers from a range of agencies, media organisations and suppliers that support, have an interest in or a view on the company's activity.

### SUCCESS FACTORS

- Highly developed, proven and appropriate professional communications skills at a level that will enable the Communications team and function to maintain and enhance its reputation;
- Substantial experience of success in a fast-paced national press office or equivalent in the corporate, charitable or political sector;
- Detailed knowledge of all computer tools such as Microsoft Word, Excel and PowerPoint;
- Experience of developing and delivering comprehensive media strategies and complex media campaigns across a range of platforms for a range of audiences;
- Experience of successfully developing and managing effective working relationships with internal and external senior stakeholders including senior journalists and broadcasters and editors;
- Highly developed and proven creative skills to lead a significant communications team with flair, innovation and new ideas;



- Able to present in person, as a company spokesperson, to large audiences in a highly engaging way;
- Highly developed verbal, written, and oral skills to promote and represent the company;
- Experience of offering media advice and guidance to colleagues at a senior level;
- Broad grasp of Indian media and political context and full understanding of all media disciplines and external media environment and experience in crisis communications
- Excellent project management and organisational skills in a communications context;
- Experience of successfully managing budgets.
- Ambitious with a determination to succeed
- A confident and motivated self-starter who can operate independently with guidance
- Ability to persuade and influence.
- Positive can do attitude
- Team Player
- A commitment to high standards of service delivery and customer care.
- Commitment to honesty integrity in all aspects of work.
- Willingness to work flexibly in approach to work and work time requirements.

### **COMPENSATION**

You will be offered an attractive compensation package.

### **EXPECTED START DATE**

The successful candidate will be expected to start as soon as possible.

### **LOCATION**

The role is based in Lagos, Nigeria. By nature of the role, travel may be required of the incumbent from time to time.

### **APPLICATION PROCESS**

To apply for this position, complete a copy of our [pre-interview candidate questionnaire](#) specified on our website and send the completed questionnaire with a copy of your resume.

Please send the **completed questionnaire** with a copy of your **updated resume** to [hello@talentstoneafrica.com](mailto:hello@talentstoneafrica.com)