

# Communications & Marketing Manager Job Description

**Position:** Communications & Marketing Manager

**Reports to:** Director, Deputy Director

**Supervisee(s):** National service, Webmaster, Receptionists, Front gate officer

**Liaises with:** Head of Culture, Head of Translations, Head of Resource Center, Reception, Head of Language School

## **Main Responsibilities:**

### **Strategy & Planning**

- Prepare marketing & communications annual budget for senior management approval
- Implement and assess the impact of the marketing & communications plan
- Liaise with team leaders of other departments (Language School, Culture, Resource Centre, Translations) to ensure a smooth implementation of the communications plan

### **Communications & Marketing**

- Advise senior management on the appropriate use of communications & marketing, including printing, advertising, media work, partnership, etc.
- Help the designer conceptualize and develop communications tools, including flyers, brochures, PowerPoint presentations, corporate identity tools (business cards, letterheads...), notice boards etc.
- Manage the distribution of communications tools, through a distribution plan, distribution points, hiring of driver, etc.
- Develop and implement a strategy to increase the number of students (market study, pricing, promotions, satisfaction survey and follow-up)
- Study proposals from suppliers and advise senior management on the best offer/quotation
- Liaise with suppliers and follow-up on invoicing, payment, etc. to ensure customer satisfaction
- Manage Alliance Française's social networks (Facebook, Instagram, Twitter, Youtube)
- Send regular SMS alerts according to communications priorities
- Prepare content for emailing to Alliance Française's mailing list (e-news)
- Support webmaster in choosing the right visuals for advertisement and branding
- Liaise with media and journalists to promote Alliance Française's events
- Manage the advertising of Alliance Française's services (events, language classes, translations, library, membership) in the media (media planning)
- Support & advise the database manager in drawing relevant statistics to assess impact of communications actions

### **Partnerships**

- Keep an updated contact list of sponsors, suppliers and partners
- Develop the partnership with private, public companies and civil society through strategies & plans

- Source and secure sponsorship and partnerships for various large events (Francophonie, Jazz festival, Festival de la Gastronomie, Electro festival etc)following the sponsoring strategy
- Any other duties as assigned by the Director and the Deputy Director

### **Education and Experience:**

- Bachelor's degree in marketing, , communications, or equivalent
- At least 2 years of experience in communications, advertising and marketing

### **Key Competencies:**

- Excellent written and verbal communications skills
- Excellent command of English (both written and spoken)
- Good knowledge of the French language (at least level B2)
- Ability to work effectively under pressure,
- Ability to multitask
- Team worker
- Initiative-taker, intuitive and resourceful in solving problems
- Confident, upbeat and enthusiastic
- Strong organizational skills with attention to detail
- Strong negotiation skills
- Excellent computer skills (very good command of MS Office suite). Experience of Photoshop and In-design or Illustrator would be a good advantage
- Strong public speaking skills
- Good network within companies and institutions in Ghana

**Salary & advantages:** Depending on experience (fixed salary & commission).

**Application:** Send your motivational letter and CV to [com@afaccra.org](mailto:com@afaccra.org) and [sg@afaccra.org](mailto:sg@afaccra.org).  
Deadline for submission: **15<sup>th</sup> June 2016**