



Terms of Reference

Communications and Partnerships Officer (consultant): Part time

Background

Educate for Africa (EforA) is a Scottish charity, working in Namibia and focusing on strengthening the quality and impact of education to improve governance, sustainable development and equality. The charity focuses on improving academic outcomes as well as working to address socio-economic and environmental factors which are barriers to quality teaching and learning.

Education should go far beyond just the curriculum or academic aspects of learning. Educate for Africa seeks to foster curiosity, self-determination, passion, and a love of learning while also working to create conducive environments for growth.

Educate for Africa partners with dynamic, grassroots organisations working directly with children. Educate for Africa is fortunate to be able to hand-pick partners based on existing relations, impact of programmes, and strong linkages with end users. This helps to improve accountability and to ensure that funds are spent as intended and the impact felt by the children involved.

The Role

Educate for Africa is seeking a self-driven Communications and Partnerships Officer to support the charity in promotion, marketing, programme documentation, fundraising and partnership management. The communications officer will work for Educate for Africa but will also support partner NGOs in their communications, marketing, fundraising and promotions. The Communications and Partnerships Officer will also help to build capacity of partner organisations in their communication and promotion activities.

Specifically, the Communications and Partnerships Officer will be responsible for:

1. Charity visibility and partnerships.
 - a. Content creation, and demand creation centred on the Educate for Africa Website and developing social media channels for EforA.
 - b. Building public awareness for Educate for Africa in Namibia
 - c. Building and sustaining strategic relations with potential donors in the Education NGO/Charity space.
 - d. Documenting EforA and its partners success stories and sharing programme results within the Education space.
2. Fundraising
 - a. Fundraising within and outside Namibia
 - b. Developing funding proposals for Educate for Africa and supporting partner organisations in developing funding proposals.
 - c. Compiling project reports for Educate for Africa and for partner organisations.
3. Partner Marketing.
 - a. Supporting marketing and visibility efforts of Educate for Africa partners, and supporting the capacity development of partners to manager their own visibility and fundraising.

Management

The Project coordinator will report to the Managing Director of Educate for Africa. Work with partner organizations will be arranged jointly between Educate for Africa and the management of partner organizations and will be co-managed.

Hours and Duration of Contract

This is a part time position of 15 hours per week. The contract will have an initial duration of 6 months and performance appraisal will be conducted after 3 months. Possibility of contract extension based on availability of funding. The staff member will be hired as an individual contractor consultant and will be paid against monthly invoices provided, backed up by activity reports. This position is home-based and requires the consultant to make use of their own IT equipment and internet connectivity.

Qualifications and Experience

Educate for Africa is seeking candidates with the following experience:

- Bachelor's degree in Marketing, Communications, Journalism, Education, Child Development, Public Administration, Psychology, or related Social Science/ Arts degree.
- 2-3 years' experience in the communications, marketing, journalism, and ideally some experience in the education sector.
- Excellent social media skills including Facebook and Instagram marketing, post development, and public engagement.
- Experience in website maintenance (using ready-made platform management sites such as Wix/ Squarespace etc.)
- Excellent writing and communication skills.
- Understanding of the Namibian education system.
- Experience in fundraising and partnership management.
- Strong IT skills, and experience with design programmes/ data visualization is an asset.
- Excellent public speaking skills.
- Interest in photography is an asset.
- Namibian language skills are an asset.
- The candidate must be passionate, self-driven, creative and energetic!
- Must be legally able to live and work in Namibia.

To Apply:

If you feel you are the right candidate for this position, please send your CV and a cover letter detailing your interest in education to info@educateforafrica.org. Please indicate expected salary range in your cover letter. **Applications close 20 January 2022.**



- Registered Charity Number: SC049133
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