

Terms of Reference for Communication and Marketing Officer – WACREN

1. Background

WACREN is the West and Central African Research and Education Network which supports interconnections and fosters collaboration between R&E institutions in the region and international peers by building and operating a world class network infrastructure, developing state of the art services, promoting collaboration among national, regional, and international R&E communities, and building the human capacity of the REN community.

WACREN was constituted in 2010 with its headquarters in Accra, Ghana. Membership to the organization is open to national research and education networks (NRENs) from all 22 countries of the region and to other organizations sharing the WACREN vision. WACREN currently has 14 members, including NRENs from 11 countries in West and Central Africa.

Taking advantage of the European Union funded AfricaConnect2 project, WACREN has started the process of rolling out its network, and thus needs more highly skilled, enthusiastic and motivated human resources to implement this process and put WACREN on a steady and sustainable growth path.

The following Terms of Reference are for the position of Communication and Marketing Officer.

2. Scope of Work

- Refine and implement the Communication and Marketing Plan developed for WACREN;
- Develop clear communications channels for WACREN;
- Develop and implement a social media strategy for WACREN and its members;
- Ensure all WACREN activities are timely advertised on the organization's website and on social media;
- Ensure all WACREN activities are adequately reported across WACREN communication channels;
- Ensure a strong and positive presence of the organization in social media;
- Develop communication and marketing plans on a yearly basis;
- Organize interaction with the media and other stakeholders at all WACREN activities;
- Build and maintain a network of communication professionals in the West African NREN community aiming at relaying WACREN messages throughout the region and beyond;
- Prepare and coordinate the production of publications, brochures, clips and other materials for the promotion of WACREN activities and services;
- Assist all departments of WACREN to make their activities and service portfolios attractive and visible;
- Work closely with projects partners in all projects and initiatives that WACREN is member of;
- Carry out any other assignments as requested by the CEO.

3. Key Qualifications, Skills and Experience

Essential:

- A Master's degree or Bachelor's degree in Communication, Marketing or equivalent;
- At least 3 years relevant continuous work experience in a communication and/or marketing function;
- Good communication skills;
- Good writing skills;
- Good experience in the use of social media tools;
- High integrity, drive for excellence and good interpersonal skills;
- Result orientation and ability to work autonomously;
- Availability and ability to travel within and outside the WACREN region;
- Fluency in English; working knowledge in French would be an added advantage;
- Work experience with computer tools such as word processing, spreadsheet and multimedia applications.

Desirable:

- Experience working in and/or with non-profit organizations;
- Experience in network/IT industry;
- Skills in managing websites;
- Skills in multimedia editing (photos, audio, video, etc.).

4. Type of Contract, Reporting, Assumption and Place of Duty

If successful, the selected applicant, who reports to the CEO, will be proposed a **3-year contract**, with a **probationary period of one (1) year**. The contract is renewable, subject to a mutual agreement between WACREN and the position holder.

It is expected that the successful applicant assumes duty on **1 July 2018**.

Place of duty is Accra, Ghana, but Staff is expected to move to another location (any country in West and Central Africa), should the Secretariat moves from Ghana and/or opens other offices in the region. There might be an interim period during which the successful applicant will work from home.

5. Submission of Applications and Timeline

- Applications can be submitted online at <http://wacren.net/surveys/index.php/568762/lang-en>
- Deadline for Submission of Applications: **15 March 2018 at 23:59 UTC**
- Notification to Short-listed Applicants: **9 April 2018**
- Interviews of Short-listed Applicants: **15 April – 27 April 2018**
- Notification to Selected Applicant: **4 May 2018**
- Deadline for Acceptance of the Position by Selected Applicant: **11 May 2018**

WACREN is an equal opportunities organization and female applications are highly encouraged.

Please note: only short-listed applicants will be contacted.

WACREN Secretariat: secretariat@wacren.net