



THE COMMUNICATIONS & PR MANAGER

March 2023

ABOUT THE YOUTHCONNEKT AFRICA HUB

The YouthConnekt Africa (YCA) is an African home-grown solution positioned to provide relevant solutions for the global south and to support the implementation of relevant south-south initiatives to empower youth. The YCA operates as a pan-African platform with the vision of connecting African youth for socio-economic transformation. The platform seeks to empower young people through enhancing their knowledge, experiences and skills while investing in their ideas, innovations and initiatives.

VISION

Connecting African youth for socio-economic transformation.

MISSION

YouthConnekt Africa hub is a Pan-African platform that seeks to empower young people through enhancing their knowledge, experiences and skills while investing in their ideas, innovations and initiatives so that Africa makes progress in harnessing its demographic dividends by 2030.

Established in 2020, following the February 2019 AU Executive Council decision, the YouthConnekt Africa Hub was formally established as an International Organization through the support of UNDP and the Government of Rwanda.

We take a platform approach to solving challenging development issues by bringing the youth together with Heads of State, Policymakers, Business Leaders in the private sector and Development Partners to address the needs of the youth.

OBJECTIVES

- To improve the skills, attitudes, knowledge and motivation of Youth African Innovators to shape a better future of themselves and the continent by expanding access to economic, social and civic opportunities through YouthConnekt initiatives;
- To facilitate the institutionalization of Youth participation, on a regular and legal basis, in political debates, decision making and development processes at national, regional and continental levels for positive and constructive contribution;
- To contribute to the strengthening of capacity building programmes for young leaders in Africa; To coordinate a global network to create a continental ecosystem of African Youth;
- To develop and share knowledge on program and policy design, youth initiatives, fund setting and reporting.

OUR GUIDING PRINCIPLES

- 🌱 **Youth in the driver's seat:** mobilization of youth in the conception, design and implementation of programs. Youth are seen as implementers not only as beneficiaries;
- 🌱 **Contextualization to country realities.** Country hubs and members are supported to contextualize YouthConnekt initiatives to their current needs and operating environment;
- 🌱 **Innovation.** In program design and implementation, in the use of technology and in fundraising;
- 🌱 **Implementation.** Efficient, effective and sustainability;
- 🌱 **Data driven:** Use of data to inform decision, drive actions and advance thought leadership agenda

HOW WE ARE GETTING THERE

Policies

We bridge the gaps between nations by bringing together government leaders & policy influencers to share knowledge, exchange strategic ideas and implement policies to advance the achievement of goals for youth in alignment with the African Youth charter and the sustainable development goals (SDGs).

Programs

We identify existing programs aligned with the YouthConnekt Africa goals, and facilitate a platform to work together to achieve our common goals. These programs also assist in measuring, monitoring & maintaining successful initiatives aligned with the YouthConnekt objectives.

Partnerships

We seek partnerships with private sector, government institutions, civic society, development partners, and academia to deliver programs, bring other partners on board, innovate & provide solutions for implementation.

EQUALITY STATEMENT

Equality and diversity are at the core of YouthConnekt Africa's values. Staff are expected to work collectively and individually to promote a constructive and sensitive approach to others from a variety of backgrounds, where the work of others is valued and respected.

If you have any queries on any aspect of the appointment process, need additional information, or would like to have an informal discussion, please email jobs@youthconnektafrica.org in the first instance.

THE COMMUNICATIONS & PR MANAGER ROLE

The Communications and PR Manager will play an instrumental role of supporting the Hub to strategically position itself as a leader and key player on Youth Development within the regional ecosystem, national governments, and regional bodies.

KEY RESPONSIBILITIES

- Develop a strong communications strategy and annual plan for the YouthConnekt Africa initiative and Hub.
- Implement the YouthConnekt Africa Communications and Media strategy related to partnerships building and fundraising activities.
- Provide support to continental communication about YouthConnekt initiatives working with various stakeholder at national, regional and continental level;
- Build and maintain relationships with media, journalists, bloggers, influencers and young people to promote YCA objectives and increase its visibility.
- Ensure communication contents align with the YCA brand and also ensure that member countries YCA initiatives comply with the YCA guidelines.
- Maintain regular interaction with YouthConnekt Africa Stakeholders through newsletters, media coverage, social media posts, and digital events.
- Providing essential support to daily workflow, drafting correspondence, preparing meetings and missions, and performing other ad hoc tasks as needed.
- Review and draft press statements, preparing social media outputs, and other communication material to be used in external stakeholder meetings.
- Raising awareness of YouthConnekt initiative for fundraising purpose.
- Develop standard procedures and tools related to YouthConnekt Africa events
- Serve as project manager and coordinator of YouthConnekt Africa events
- Develop an annual and quarterly plan of physical and digital events engaging the large YouthConnekt Africa network.

EXPECTED RESULTS

- **Greater positioning of the YouthConnekt Africa :**
The Communications and PR Manager will play an instrumental role in developing and implementing a strong communications strategy to get the YouthConnekt Africa recognised continentally and globally for the work it is doing on innovative Youth Policy and Programs and ecosystem building.
- **Deliver strong events:**
The Communications and PR Manager will ensure successful coordination of YouthConnekt national, regional and continental events, ensuring YouthConnekt branding standards are maintained in the processes and delivery of consultative policy engagements.

PERSON SPECIFICATION

• **Education:**

Master's degree in marketing, communication, media management, or a related field.

• **Experience:**

A minimum of five years of demonstrated experience in communications, PR & Media engagement.

Excellent communications skilling (writing and speaking).

Previous experience successfully running large campaigns that included use of digital media, traditional media, in person engagements.

Excellent Proficiency of English and French.

Experience in an international organization is desirable.

• **Citizenship:**

The position is open to local and regional candidates.

KEY SKILLS AND ATTRIBUTES

- Ability to work well under deadlines;
- Ability to work resourcefully within tight budgets to deliver excellent work;
- Excellent interpersonal communication and negotiation skills;
- Strong understanding of new trends to leverage social media for development work;
- A proven track record of organizing successful communication campaigns;
- Experience organizing digital events successfully.

HOW TO APPLY

To apply, provide a CV, a two-page cover letter, and certified copies of degrees and relevant professional certificates in a single document. The document should be saved in the following format: Your First Name Your Last Name - Document Name - Date (yymm).

The cover letter should explain why you are interested in this position and how your skills and experience make you the right fit for the role and organization.

Submissions should be addressed to the YouthConnekt Africa Executive Director via **jobs@youthconnektafrica.org**. The Email title should indicate which role you are applying for ie. Communications and PR Manager

Closing date: **April 21, 2023**