



ROLE: COMMUNICATIONS AND EVENTS CONSULTANT

1. POSITION OVERVIEW

The YouthConnekt Africa Hub is a newly established institution set up to coordinate the implementation of the YouthConnekt Africa programme. The Communications and Events Consultant 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.

2. FUNCTIONS OF THE YOUTHCONNEKT AFRICA HUB COMMUNICATIONS AND EVENTS CONSULTANT:

- 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.
- Lead the preparation of the YouthConnekt Africa quarterly newsletter
- Make regular updates to the YouthConnekt Africa social media platforms with relevant communications and marketing materials
- Develop success stories of YouthConnekt national chapters to be disseminated
- 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.



3. EXPECTED RESULTS

GREATER POSITIONING OF THE YOUTHCONNEKT AFRICA The Communications and Events Consultant 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 Events Consultant will ensure coordination of YouthConnekt national, regional and continental events. Ensuring YouthConnekt standards are maintained in the processes and delivery of consultative policy engagements.

4. REQUIRED SKILLS AND EXPERIENCE

- Bachelors degree in marketing, communication, media management, or a related field. Masters Degree in one of the above is an advantage.
- A minimum of five years of demonstrated experience in communications, event management, PR & Media.
- Excellent Proficiency of English and French.
- Experience in an international organization is desirable.
- Ability to work well under deadlines, excellent interpersonal communication and negotiation skills.
- Experience in the usage of computers and office software packages (MS Word, Excel)
- A proven track record of organizing successful communication campaign
- Experience organizing digital events
- Outstanding Creative Writing.
- Able to handle stress and remain calm

To apply, submit your CV and a brief portfolio of previous projects via email to jobs@youthconnektafrica.org by Monday, September 15, 2022. Applications will be reviewed on a rolling basis.

***Only preselected candidates will be contacted.**