



## **Alliance for African Partnership Communications Coordinator Position Opening**

The Alliance for African Partnership (AAP) is seeking an experienced, organized, enthusiastic, energetic, creative, and results-oriented Africa-based communications professional to serve as communications coordinator for AAP's consortium. The Communications Coordinator will be responsible for strategy development and implementation, digital communications, content creation and management, multimedia production, market research, copy editing, and internal and external communications. This is a full-time (100%), remote position with an initial 6-month contract with the possibility of renewal. This role reports directly to the Director of AAP Africa Office who is based in Malawi.

Through its communications strategy, the AAP seeks to grow its visibility and recognition on the African continent and at the same time ensure that communication on research, policy analysis, and other strategic messages from member universities remain relevant and accessible to priority audiences, including researchers from across the consortium, consortium administrators and university leaders, funders, policy makers, and development partners. The AAP seeks to achieve this by improving its communications approach and by strengthening the communications functions of AAP's Africa office and its African member universities.

### **About the Alliance for African Partnership (AAP)**

The AAP is a consortium of 10 leading African universities, a regional think tank network, and Michigan State University (MSU). It was established by MSU in May 2016 to address today's global challenges in a way that is sustainable, effective, and equitable. The vision of the AAP is to transform lives through co-created, research-driven initiatives that address shared challenges, and the mission is to initiate and support innovative, sustainable and equitable partnerships among African institutions, MSU and other collaborators. After a successful 5-year period of supporting new and innovative partnership development, AAP is looking to expand its communications engagement with member institutions and visibility across the African continent.

### **Duties**

#### *Communications Strategy Development and Implementation*

1. Develop annual workplans and budgets in collaboration with AAP management which will drive the implementation of AAP Communications Plan and coordinate the workplans' execution for both internal and external communication. This will include overseeing the development of all types of communications intended for the diverse audiences served by AAP and aligned with the Communications Plan, the implementation strategies, and workplans.
2. Periodically review and revise AAP's Communications Plan and implementation strategies in close consultation with AAP management to ensure it reflects current programming needs and is aligned with AAP's Strategic Plan.
3. Help AAP define objectives for specific communications campaigns or events and translate these objectives into realistic and achievable outcomes.
4. Develop a creative digital strategy building on AAP's existing assets of AAP Bridge, website, social media presence, AAP YouTube channel, etc.

### *Enhance AAP 's Visibility Across the African Continent*

1. Coordinate and manage cross-AAP communications activities, which includes engaging with AAP members' communications directors to share success stories, organize and/or promote events, etc. across member institutions and solicit stories to amplify across AAP's target audiences. Building relationships with AAP members' communications directors and creating more visibility for AAP within member institutions will be an essential part of the coordinator's responsibilities.
2. Provide resources, templates, press releases, etc. to AAP communications directors to facilitate their sharing and amplifying AAP-related success stories and events. Coordinate meetings as necessary.
3. Identify and develop stories for publication and use in diverse media channels including social media, online publications, local print media, [AAP Bridge](#), [AAP's YouTube channel](#), and website publishing. This includes proactively providing newsworthy information to national, regional and international media outlets while ensuring coherence in information and messages.
4. In liaison with the communications team at MSU, assist with the maintenance of the AAP digital presence including website, the AAP Bridge, and social media channels.
5. Develop and maintain media contacts and networks across the continent and provide effective responses to inquiries for information from the public, media, donors, and other stakeholders.
6. Ensure that materials and publications adhere to AAP's visual identity guidelines and implement a co-branding strategy with AAP member institutions.

### *Capacity Building*

1. Identify capacity gaps and carry out capacity building initiatives for communications staff from AAP consortium member institutions. This could include organizing and facilitating workshops, learning sessions, etc.
2. Document and share best practices and trends in communication of policy processes and research outcomes to share with consortium members through the AAP Bridge and other outlets.

### *Resource Mobilization and Advocacy*

1. Assist in AAP resource mobilization efforts by participating in proposal writing.
2. Assist in AAP's resource mobilization efforts by preparing concept notes and participating in donor meetings and public information events.
3. Assist in advocacy efforts of the AAP-Africa Office by preparing and facilitating public information events.
4. Assist in AAP's advocacy efforts by developing targeted communications and strategic messaging to policymakers and funders aimed at achieving strategic and programmatic goals.

### *AAP Meetings*

1. Chair the AAP Comms Team meetings that includes both MSU and Africa management office staff.
2. Participate in the AAP Africa office weekly team meetings.
3. Participate in AAP management weekly meetings.
4. Participate in the AAP communications sub-committee meeting.
5. Attend all events hosted by AAP

### **Required Qualifications and Skills**

- A Bachelors degree with demonstrated 5 years experience as a communications professional. A Masters degree in communications, journalism, or a related field will be an advantage;

- Excellent verbal and non-verbal communication skills and the ability to interact effectively with diverse audiences, particularly internationally;
- Demonstrated ability to work independently and complete assigned tasks with specific deadlines including multi-tasking;
- Strong writing and proof-reading skills;
- Demonstrated experience with virtual environments;
- Demonstrated experience with project implementation and coordination;
- Demonstrated ability to conceptualize, design and implement a communications campaign around specific topics or events;
- Demonstrated ability to design and produce a variety of communications products including policy briefs, newsletters, etc.;
- Ability to produce social media materials and run social media campaigns

### **Desired Qualifications and Skills**

- Ability to work in both English and French;
- Prior experience with media relations, graphic design, video production;
- At least 2 years of previous work experience supporting communications in a higher education or research organization in Africa;
- Proficiency in Microsoft Office products such as Word, Excel, Outlook, PowerPoint, Teams, Google Suite, Adobe Creative Suite (e.g., Acrobat, Illustrator, InDesign, Photoshop, Premier Pro), Qualtrics, and Smartsheet;
- Ability to travel occasionally internationally;
- Ability to work on multiple simultaneous projects with varying and shifting levels of priority;
- General knowledge of international partnerships and university practices

### **Work Hours**

Work hours are 8 am to 5 pm SAST with some nights and weekends. Note that will be working with the MSU team and partners where the time difference is up to 7 hours.

### **Required Application Materials**

Please submit

- cover letter,
- résumé/CV,
- communications portfolio and/or writing samples, and
- contact information for three references.

Applications materials should be submitted through the link below:

[https://msu.co1.qualtrics.com/jfe/form/SV\\_003cPkzhk0GNhtQ](https://msu.co1.qualtrics.com/jfe/form/SV_003cPkzhk0GNhtQ)

### **Special Instructions**

Please contact Prof. Richard Mkandawire with questions about the position at: [mkandaw2@msu.edu](mailto:mkandaw2@msu.edu)

Check the AAP website for more information about AAP: <http://aap.isp.msu.edu/>

The position posting will close and applications must be submitted by **February 8, 2022**.