



OUR CLIENT

Our client is a development organisation in the financial services sector working to promote financial inclusion in Nigeria. It seeks to facilitate an all-inclusive and growth-promoting financial system. The organisation is funded by the UK Government's Department for International Development and the Bill & Melinda Gates Foundation.

The organisation is well renowned within Nigeria's financial sector for providing thought leadership in financial inclusion and championing the unbanked. Through funding and catalyzing innovation, providing cutting-edge research, advocating for enabling inclusive policies and building capacity, it has built a reputation as an "honest broker" amongst both the private and public sectors. Data from some of their surveys was a key source of information in the development of the National Financial Inclusion Strategy; and is also widely used by a diverse range of stakeholders, including regulators, as a benchmark for financial inclusion in Nigeria. Furthermore, financial services providers use their research to develop a range of relevant financial products through gaining insights and understanding of consumers' needs.

The organisation is seeking to appoint dynamic, strategic, and committed individuals to newly defined roles to build on its current achievements and accelerate the impact of financial inclusion in Nigeria.

BACKGROUND

To further achieve the aforementioned objective, our client has identified the urgent need to recruit a competent and suitably qualified individual to fill the position of **Communications Officer**. This is a rapidly growing organization with considerable influence in the financial sector.

ROLE PROFILE

The Communications Officer will develop and implement effective communications strategies to support the organisation's financial inclusion objectives, and to position the organisation as the leading financial sector development organisation committed to deepening financial inclusion in Nigeria.

Reports to	Chief Operating Officer
Manages relationships with	Media and communications vendors, including PR agencies and design firms; journalists; counterparts in its partner organizations
Location	Lagos, Nigeria

Job Description

By strategically disseminating the organisation's research findings and other relevant information, the Communications Officer will contribute to increased understanding of financial inclusion within and outside the financial sector. He/she will increase awareness of the organisation as a credible and leading source for information about financial services in Nigeria,

and drive increased use and citation of the organisation's research, especially for policy development and product innovation. The Communications Officer will work to strengthen the organisation's brand in the Nigerian and international space, increasing awareness of the organisation as the premier champion of financial inclusion in Nigeria and reinforcing the organisation's reputation as an "honest broker."

The successful applicant will be an experienced communications professional with the desire and ability to quickly learn about financial inclusion in Nigeria. He/she will be able to leverage strong communications skills to increase the effectiveness of the organisation's external communications and position the organisation as a key voice in the conversation about financial inclusion.

The successful applicant will be results driven and committed to high standards of performance. Highly adaptable, creative, and used to delivering results in a dynamic and fast-paced working environment, the Communications Officer will make tangible contributions to the organisation as soon as he/she joins the organisation.

Responsibilities

The role will include, but not be limited to, the following responsibilities and accountabilities:

i. Strategic Planning for the organisation's Communication

- Work with the Research Manager to develop and implement an imaginative communications strategy, in line with the organisation's 5-Year Strategy, to distil and disseminate the organisation's primary research to relevant stakeholders. This will include proposing the appropriate dissemination channel for all research commissioned and presenting research findings in a compelling and informative manner, e.g. by writing reports, producing brochures, contributing to research publications, etc.
- Plan PR and communications campaigns; implement upon approval by the Chief Operating Officer, and monitor the effectiveness of the campaigns
- Develop the organisation's social media strategy; implement upon approval by the Chief Operating Officer Work with the Programme Specialists and other colleagues to identify, distil and disseminate key messages related to the organisation's strategic focus areas
- Liaise with any agencies appointed by the organisation to ensure the successful implementation of PR and communications strategies

ii. Disseminate Relevant Information

- Plan, design and disseminate regular the organisation newsletters and/or other relevant publications
- Act as the organisation's internal editor and quality controller for the organisation publications and other documents, reviewing layout and proofreading to ensure alignment with the organisation's quality standards, and managing vendors to ensure timely delivery
- Strengthen the organisation's online presence by updating the organisation's website as needed. Ensure that the organisation's research and other relevant information is uploaded to the website, and regularly audit the organisation's website to ensure that information is up to date, accurate and relevant

- Regularly review the effectiveness of the organisation's website, using feedback and analytical tools, and make recommendations for improving the website
- Provide effective communications support for all the organisation events, through managing communications collateral, providing editorial input to presentation materials, providing logistical support as needed, and ensuring appropriate dissemination of information through PR, the organisation's website, and other channels
- Prepare and regularly update the organisation presentation pack for dissemination at external workshops and conferences

iii. Public Relations/Media Relations

- Liaise with any PR agencies that the organisation engages to ensure the successful implementation of PR activities
- Arrange press conferences and media briefings
- Arrange workshops to engage key journalists on financial inclusion topics
- Monitor the organisation's media presence, and measure and report on the effectiveness of the organisation's PR and media campaigns

iv. Stakeholder Engagement

- Maintain the organisation's database of industry contacts, associations, partners and global experts on financial inclusion, ensuring that the database is current and accurate
- Develop and maintain good working relationships with media, communications vendors (such as PR agencies and design firms), and communications counterparts in the organisation's partner organisations

v. Additional Responsibilities

- Identify opportunities for improving internal communications at the organisation; implement solutions upon approval from the Chief Operating Officer
- Implement processes and tools for improving the quality of the organisation's communications
- Submit regular reports of communications activities, including press citations, to Senior Management
- Perform any other duties as may be assigned by the Chief Operating Officer

Competency / Skill Requirements

Skills

- Proven ability to produce concise, well-structured, and very high quality written materials
- Proficiency in the use of graphics and/or publishing software
- Very strong verbal and written communications skills
- Very strong interpersonal and organisational skills
- Strong proofreading skills, with very high level of attention to detail
- Works to work independently and in a team
- Ability to meet tight deadlines in a fast-paced environment



- Good project management, time-management and planning skills
- Ability to work well under pressure and prioritise competing tasks
- Excellent computer skills and well versed in the use of Microsoft Office Suite, especially Word and PowerPoint

Personal Qualities

- Commitment to the financial inclusion agenda
- Self-driven, creative, innovative and very organised
- Committed to delivering high quality results, with cost-effective use of resources
- An enterprising attitude that is quick to search out alternative solutions to needs or problems
- Positive, flexible, supportive attitude towards work
- Integrity and high personal ethical standards
- Exhibits a helpful behaviour beyond strict job requirements
- Confident
- Resilient

Qualification / Experience

Essential

- A Bachelor's degree in English, Journalism, social sciences, or related field
- A minimum of five years' experience in communication and information management, journalism/publishing, editorial, marketing and/or PR, preferably in a corporate environment
- Impeccable mastery of the English language (reading and summarising, creative writing, formulation, interpretation)
- Good knowledge of media tools and basic research concepts
- Proven ability to skilfully develop and manage relationships with a diverse audience
- Demonstrable experience dealing with the media (newspapers, radio and TV)

Desired

- Experience and good working relationships with Nigerian communications agencies and media
- A Master's degree or relevant professional certification
- Prior experience in the Nigerian financial sector

Employment with the organisation offers an exceptional and challenging opportunity for the right candidate. You will be offered an attractive compensation and benefits package.

To indicate your interest, please mail your updated resume to hello@talentstoneafrica.com