



Position title:	Social Media Lead
Organisation:	Mo Ibrahim Foundation (MIF)
Location:	London (remote working initially)
Reporting to:	Digital Manager
Hours:	09:30-17:30 GMT, Monday-Friday
Start date:	ASAP
Salary:	Commensurate with experience

Job summary

- Lead and implement creative social media strategies and campaigns around the Mo Ibrahim Foundation's (MIF) initiatives
- Manage day-to-day activities across MIF's social media platforms

Specific responsibilities

Strategic planning and content creation

- Design and implement social media strategies and campaigns around MIF's key initiatives including the Ibrahim Index of African Governance, Ibrahim Prize, Ibrahim Governance Weekend and more
- Provide engaging copy, image and video content for all MIF accounts including Twitter, Facebook, LinkedIn and Instagram
- Create and maintain an editorial calendar for MIF's social media platforms
- Identify key events and opportunities to increase MIF's visibility throughout the year such as observance days, international events, partner events etc.
- Run, measure and optimise social advertising campaigns across Facebook, Twitter and LinkedIn
- Assist with content for MIF's website and email outreach
- Work with colleagues to support other aspects of communications including design, tone of voice, and media activities
- Report on social and wider digital campaigns using analytics tools and design software

Community and influencer management

- Respond efficiently to digital enquiries by monitoring, tracking, reporting on feedback and comments across social media platforms
- Identify, manage and liaise with priority digital influencers to help increase visibility of MIF's key activities
- Develop social media toolkits for influencers and MIF spokespeople
- Stay up to date with the latest social media and digital technology trends in the field of development and private foundations
- Translation, or coordination with translation agency, for social media content in



French, Portuguese and Arabic

Events

- Live coverage of relevant events including text, image and video across MIF social media accounts
- Manage and create content, with the help of language specialists, during high-level events such as the Ibrahim Governance Weekend and Paris Peace Forum

Person specification

- A genuine interest in the mission and values of the Mo Ibrahim Foundation
- Four or more years of relevant digital communications experience
- A demonstrated familiarity with development issues, with discussions and debates around governance, democracy, international affairs and policy
- Experience of supporting digital efforts around high profile events
- Familiarity with digital planning tools such as Airtable, publishing tools such as Hootsuite and Buffer as well as CRM and content management systems
- Familiarity with design tools such as Photoshop, Illustrator and InDesign, as well as image banks
- Experience with high profile organisations and initiatives in Africa is desirable
- Knowledge of French, Portuguese, Arabic or African languages will be beneficial

Application procedure

Please send up to date CV and a brief covering statement outlining your suitability for the role, salary expectations and availability to applications@moibrahimfoundation.org. Please note that we are only able to contact candidates selected for interview.