



Position title:	Digital Communications Lead
Organisation:	Mo Ibrahim Foundation (MIF)
Location:	London (hybrid working – 2 days remote per week)
Reporting to:	Head of Digital
Hours:	09:30-17:30 GMT, Monday-Friday
Start date:	ASAP
Salary:	£35,000-£45,000 depending on experience

Job summary

The Digital Communications Lead oversees all aspects of the MIF's digital communications to support the Foundation's engagement with audiences across Africa and globally.

With responsibility for managing the MIF's social media channels, the role requires a strong background in social media communications and a desire to learn and innovate, alongside a keen interest in understanding how to use digital platforms to engage diverse audiences.

This role sits within the Communications Team, with regular interaction with other departments including Research. The Digital Communications Lead works closely with the Foundation's partners and external agencies, and reports to the Head of Digital.

Specific responsibilities

- Design and implement social media strategies and campaigns to profile MIF's key products and events including the Ibrahim Index, Ibrahim Prize, Ibrahim Governance Weekend and Now Generation Network
- Provide engaging copy, images and video content for MIF's social media channels ([Facebook](#), [Instagram](#), [LinkedIn](#), [Twitter](#)), working with the Design Team as required
- Design social media strategies and content to profile and drive traffic to MIF's [main website](#), [Data Portal](#) and [live event site](#)
- Oversee planning, production and distribution of regular e-communications, with support from the Communications Officer, via the Foundation's CRM
- Identify key events and other opportunities to increase MIF's digital visibility throughout the year such as international days and partner events
- Manage MIF's social media content calendar to coordinate content and posts around internal and external events and announcements
- Run, measure and optimise social advertising campaigns across MIF's social media channels
- Report on social and wider digital campaigns using analytics tools
- Respond efficiently to digital enquiries by monitoring, tracking and reporting on feedback and comments across social media platforms
- Develop an influencer engagement strategy to identify, manage and liaise with priority digital influencers to help increase the visibility of MIF's activities and communications
- Develop social media toolkits for influencers and MIF spokespeople



- Coordinate the translation of social media content into French, Portuguese and Arabic, working with internal resources or external translation agencies as required
- Keep up to date with latest developments and trends in digital communications, with a particular focus on Africa and the work of foundations
- Work with colleagues to support other aspects of MIF's communications, including design, tone of voice, and media activities
- Coordinate digital support, as required, from MIF's communications agency

Person specification

- A genuine interest in the mission and values of the Mo Ibrahim Foundation
- Five 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 and planning tools such as Airtable, publishing tools such as Hootsuite and Buffer as well as content management systems and Google Analytics
- Experience of email communications and CRM 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 interest in and suitability for the role to applications@moibrahimfoundation.org, with the job title in the subject line. Please note that we are only able to contact candidates selected for interview.

Closing date for applications: Friday, 29 April 2022.

Please note that flexible working hours and international travel may be required for this position.

Candidates should have the right to work in the UK.