Communications Manager, Francophone West Africa

Summary

The ideal candidate for this role has a Communications background from an academic or international development nonprofit environment and has an enthusiasm for communicating research findings to a policymaker audience. They would need to have strong attention to detail, superior communication skills, and proven hands-on experience managing the production of various communication products. This role requires a person with a collaborative mindset, strong time management and public relations skills, plus design and digital media skills to help support a wide variety of communications projects and activities for our teams in Francophone West Africa. You will be expected to deliver tactical input while providing daily management services to the teams, liaising regularly and aligning with the Country Offices and global teams, and implementing IPA’s overall communications strategy.

This versatile individual must not only possess strong skills in writing, design, digital media, and media relations but also have a strong grasp of a range of international development topics. Specific global development sector as well as randomized controlled trials (RCTs) knowledge is a plus.

Success in this role will require a high level of flexibility, responsiveness, and the ability to execute while managing ongoing requests and working collaboratively within and across teams. While the successful candidate for this role will mostly work with the Francophone West Africa team, they will be an integral part of the Global Communications team and will be expected to contribute to global communications outputs as well.

Responsibilities:

Content development and design

The Francophone Communications Manager will develop engaging and accessible content/communications products aimed at policymakers, partners, funders, and internal audiences, ranging across written, graphic design, and social media formats. The range of communications products will include policy briefs and summaries, presentations, blog posts, website updates, and social media content in French. They will ensure that communication requests are dealt with promptly and that expectations are managed in terms of speed, delivery, and quality of response. They will manage requests to ensure they are scheduled on time and within budget.

Digital media

The Francophone Communications Manager will develop, write, update, and upload French content to IPA’s website and social media channels. Successful candidates will have experience with Content Management Systems or CMS such as Drupal or WordPress.

Media relations

As IPA begins to diversify its media reach, the Francophone Communications Manager must have
media relationships with francophone media, not only at the local level but also at a regional and - ideally - international level. They must have their finger on the pulse of the editorial agendas of francophone journalists and editors, and they will be expected to pitch and place compelling stories about IPA and its impact in the region.

Events

The Francophone Communications Manager will support virtual and in-person events, including coordinating, planning, and presentation drafting and support.

IPA’s brand

The Manager will be responsible for understanding and keeping IPA’s brand consistent across all communication products, platforms, and channels. They will be the custodian of our branding and style guidelines for Francophone West Africa.

General communications support

The Francophone Communications Manager will also support as needed digital advertising, media relations/research, writing and editing, photography, videography, photo and video editing, graphic design, and web content management. In addition, the Francophone Communications Manager will support fundraising communications with storytelling and material development as needed.

Qualifications:

- Undergraduate degree in Communications, Marketing, Economics, Public Policy, or related fields; Master’s Degree preferred
- 5+ years’ experience in communications or marketing in global development communications with a keen interest in research and data translation.
- Native French speaker with fluency (both written and oral) in English is required
- Proficiency in Adobe Creative Cloud programs (InDesign, Illustrator, and Photoshop), Canva, or other design software
- Experience using Microsoft Office programs (Excel, PowerPoint, Word) and/or Google Workspace
- Experience working with teams across multiple geographies
- Exceptional writing, communication, and confident presentation skills
- Experience with social media platforms (Facebook, Twitter, YouTube, and LinkedIn)
- Experience with a content management system (CMS) such as Drupal or WordPress
- A positive attitude towards tight deadlines that enjoys a fast-paced environment with rapidly changing priorities

Application Instructions

Apply Now

Please include your resume and cover letter (in English) expressing your interest in the role along with your application. A cover letter is required for your candidacy to be considered.

Location

Applicants must be able to work onsite based in one of these locations: Abidjan, Côte d’Ivoire or Ouagadougou, Burkina Faso
About IPA

Innovations for Poverty Action (IPA) is a research and policy nonprofit that discovers and promotes effective solutions to global poverty problems. IPA brings together researchers and decision-makers to design, rigorously evaluate, and refine these solutions and their applications, ensuring that the evidence created is used to improve the lives of the world’s poor. In recent decades, trillions of dollars have been spent on programs designed to reduce global poverty, but clear evidence of which programs succeed is rare, and when evidence does exist, decision-makers often do not know about it. IPA exists to bring together leading researchers and these decision-makers to ensure that the evidence we create leads to a tangible impact on the world. Since its founding in 2002, IPA has worked with over 600 leading academics to conduct over 900 evaluations in 52 countries. This research has informed hundreds of successful programs that now impact millions of individuals worldwide.

IPA’s Commitment to Diversity, Equity, & Inclusion (DEI)

As an organization, IPA is dedicated to improving the lives of the world’s most vulnerable populations through evidence and policy. We also recognize how important it is for our staff to reflect the diversity of the places where we work and the communities we work with. As such, IPA is committed to hiring from a diverse pool of candidates, from a range of backgrounds, beliefs, experiences, and perspectives. We know that this makes our work stronger and more responsive to the challenges faced by those we work with and for and we encourage people from historically underrepresented groups to apply. Click here to learn more about IPA’s commitment to diversity, equity, and inclusion.

We appreciate your interest in IPA. This job advertisement pertains to a position that has been reopened for applications. If you previously applied for a similar role, kindly refrain from submitting a new application for this position. We encourage you to await updates on your existing application.