

Alpha Africa is recruiting! We are looking to appoint an *energetic and skilled* person to the following *full time* role in Cape Town!



Communications Manager

Role context

At Alpha, our vision is to play our part in the evangelisation of the nations, the revitalisation of the church and the transformation of society. We equip and serve the church in its mission to help people discover and develop a relationship with Jesus.

The Africa department supports and co-ordinates the development of Alpha and related ministries across Sub-Saharan Africa. Each member of our team plays a vital role in making our vision a reality. Our mission is bigger than any individual task but together our work contributes to the bigger picture. As a Christian organisation our faith is an integral part of our working culture.

Role purpose

The Communications Manager, Africa is responsible for crafting and delivering the communications strategy across all of Africa. This means strategically shaping the Alpha voice in Africa to engage with churches and potential guests, as well as developing how and when Africa alerts the region, mainly through National Alpha Offices (NAOs), to new products, campaigns, and other vital information from Alpha International. This person will proactively support and advise NAOs, key contacts and Alpha Africa team and must ensure NAOs have everything they need to communicate about Alpha in an effective manner that engages our target audiences, both digitally and through other means of communication.

Key responsibilities

- Develop multi-channel communications and marketing strategies to engage with our target audiences, specifically the church.
- In collaboration with NAOs and global teams, oversee storytelling (e.g. scripting, editing, filming, and sharing of Alpha stories) and other communications related to evidence of impact.
- Oversee the creation and delivery/implementation of international marketing kits and all Africa projects.
- Oversee global campaign(s) rollout in the region.
- Proactively engage and develop systems to collaborate with and empower other NAO offices around global communications objectives.
- Build Alpha brand awareness in Africa and convey a good representation of Alpha International. This also means being a brand custodian in the region, making sure that the brand and tone of Alpha is in alignment with Alpha International and relevant brand guidelines.
- Collaborate with global team, Africa team and NAOs in contextualising various resources.
- Work closely with NAO Directors on global communications/marketing objectives and to identify opportunities for media activity.
- Update key stakeholders and helpfully report on progress being made globally across communications projects.
- Evaluate key projects, gather feedback and recommend improvements for future media and communications projects from Africa. Feeding ideas and insights back, reporting on local trends and uptake.
- Manage and lead a small team of interns.

Essential and Desirable Skills, knowledge and experience

- Understanding of Alpha and a passion and commitment to its values, goals and objectives
- Bachelor's degree in communications, or a related field
- Knowledge and experience of Adobe Creative Suite programs (InDesign, PhotoShop), Key Note/PowerPoint, content management systems (SquareSpace) and newsletter systems (Campaign Monitor or a relative equivalent) strongly recommended
- Experience in developing and executing communications strategies, plans and initiatives
- Experience in online community development and building communities using social media
- Experience in film and photography (producing, script writing, filming, editing etc.) advantageous
- Experience working on an international communications team would be advantageous
- Ability to manage multiple projects and tight deadlines
- Effective problem-solving and team-building skills
- Exceptional attention to detail and quality control
- Willingness to learn new programs and software
- Understanding of different cultures

Working environment

We have a purposeful working environment where we strive for excellence in everything we do. Our workplace culture is shaped by our values; We are for the church, by the church and through the church; We are passionate about unity; We believe the church deserves the highest quality; We believe in giving it all away.

We respect and value our colleagues, encourage and affirm often, challenge when necessary, supporting always. It is an inspiring and energising place to work where innovation and creativity is encouraged alongside passion and discipline. The staff community is warm and engaging, with lifelong friendships being built.

Work expectations

1. This is a full-time role with need for travel at times
2. Periodic unpaid overtime might be required. Time-off-in-lieu will be available
3. Location: Cape Town, South Africa
4. Mon-Fri: Hours 9.00am -5.00pm
5. 25 days' holiday per annum
6. 6-month probationary period
7. Attendance at Monday morning staff meeting.

Please apply

Please send your CV (no longer than 3 pages) and covering letter motivating your application to Clare Kerr clare.kerr@alpha.org

Please [complete this survey](#) that will form part of your application.

Applications close 1 June 2018.