



DIGNITAS

— dignity through education —



Dignitas is a leading education development organization. We use an innovative training and coaching approach to empower schools and educators in marginalized communities to transform students' opportunities. We imagine a world where schools are a vibrant place for all children to develop the skills and strength of character to thrive and succeed.

Job Description – Digital Strategy Officer

Background

Reports to: Executive Director

JOB PURPOSE

Reporting to the Executive Director, the **Digital Strategy Officer** will fulfil an important role in the next stages of Dignitas’ growth. The role will entail design and implementation of online strategies that will help to build a strong organizational brand and profile that is representative of Dignitas’ growth and impact, and online engagement that leads to new opportunities for impact. Working closely with the **Executive Director** and the Senior Management Team, the successful individual will be responsible for Dignitas’ online presence, and the online business development of Dignitas’ LeadNow training and coaching toolkit.

This is an ideal opportunity for an early to mid-career Communications or Marketing professional. The successful candidate will be a highly organized, driven, and focused individual who is passionate about education and community development. The successful candidate will be a keen learner, who handles tasks professionally and pro-actively, and has excellent communication (written and verbal) and interpersonal skills.

KEY RESPONSIBILITIES

Key Task or Responsibility	Expected Outcomes
<p>1) Lead organizational communications to strengthen Dignitas’ brand and online presence across a variety of platforms</p> <ul style="list-style-type: none">a) Guided by key communications’ messaging as determined by Dignitas’ Communications Strategy, manage the design and implementation of Dignitas’ Communication Calendar on a 6-12 month rolling basis.b) Design all social media content for pre-approval.c) Draft quarterly newsletters for pre-approval.d) Compile impact stories from Dignitas’ field activity and school partnerships.e) Manage all online platforms in accordance with the Communications Calendar (Blog, Mailchimp, LinkedIn, Instagram, Facebook and Twitter.)	<ul style="list-style-type: none">• Dignitas’ communications are guided by a comprehensive strategy that offers clarity, guidance and reference across the team.• Dignitas has a strong, visible brand supported by a strong organizational profile that engages stakeholders, attracts support, and gives voice to our vision and mission.• Dignitas’ online presence is consistent and aligned to Dignitas’ values.• Dignitas is able to measure the success of our Communications Strategy

<p>f) Monitor and make recommendations on Dignitas' website content in line with Communications Strategy</p> <p>g) Lead an annual review of Dignitas' Communications Strategy</p> <p>h) Identify and track suitable metrics to measure quantity, quality and impact of Dignitas' online presence.</p>	
<p>2) Design and implement an online marketing strategy for the growth of Dignitas' LeadNow toolkit</p> <p>a) Ensure the strategy leads to an increased number of LeadNow users</p> <p>b) Ensure the establishment and growth of an online LeadNow community, including the coordination of community content and activity in conjunction with the relevant member(s) of School Support Team.</p> <p>c) Design and implement for the integration of Dignitas program alumni and traditional cohort members.</p> <p>d) Design and manage mechanisms for sign up, subscription (including payment), engagement and other critical functions, including back-end administration and tracking.</p> <p>e) Design for the integration of feedback loops which ensure a vibrant community of users. Consider data points and suitable metrics for regular review.</p> <p>f) Ensure increased revenue generation by way of LeadNow user subscriptions</p> <p>g) Lead LeadNow's user and community member communication, satisfaction and support.</p> <p>h) In collaboration with the relevant member of the School Support Team, manage user experience on the LeadNow platform for user satisfaction, and program impact.</p>	<ul style="list-style-type: none"> • Dignitas' LeadNow toolkit is on track for growing impact and influence. • Dignitas hosts a vibrant online community of educators engaged through LeadNow • Dignitas develops and grows a LeadNow earned revenue stream.

Other Activities

Undertake other duties (within individual competence and capacities) necessary to support the activities of Dignitas, as and when required by line management.

TERMS AND CONDITIONS OF SERVICE

It is expected that all staff respect Dignitas' values which include:

- Transformation
- Learning
- Empowerment
- Sustainability
- Innovation
- Accountability
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Candidate Profile

Qualifications:

- Bachelor's degree (Education, Marketing, Business, etc.)
- A minimum of 1-2 years' experience in a similar environment
- Strong interpersonal skills and the ability to establish and build a wide range of key relationships across teams internally and externally.
- Great writing, presentation and communication skills
- Demonstrated attention to detail, meeting deadlines and working independently and cooperatively.
- Creative, strategic thinker who can drive innovation

Key skills, mindsets, and knowledge to be successful in the role include:

- Belief that all students can achieve at the highest levels
- Conviction that all school leaders can develop and grow, and dramatically improve learning outcomes of their schools
- A heart for education and the belief that access to a quality education can transform lives
- Self-awareness, integrity, and empathy
- A strong desire to grow professionally, and to intentionally pursue personal learning goals

Dignitas' work environment requires:

- Ability to thrive in a fast-paced, highly collaborative work environment
- Willingness and ability to give and receive tough feedback
- Dedication to results-orientation

Work Location and Remuneration

The candidate will be based in Nairobi but must have the ability to travel to various parts of Kenya as required (minimal). Salary is commensurate with experience and competitive with the non-profit education sector in Kenya.

How to Apply

To apply for the post, please send a tailored CV and covering letter to jobs@dignitasproject.org, with 'Application for Digital Strategy Officer' in subject line.

Please note that the covering letter should be no more than two pages of A4 and should summarize your relevant skills, experience and motivations for applying and for working with us. It is, therefore, an important part of the application and will be used as part of our selection process.

If you would like a confidential, informal discussion about the role, please contact Dignitas' Executive Director at deborah.kimathi@dignitasproject.org

Timeline

Advertisement: Closes March 18th, 2022

First Round interviews: March 21st-25th, 2022

Shortlisted candidates may be asked to complete a task for the Interview Panel. Details will be communicated in due course.