



Position title:	Social Media Lead
Organisation:	Mo Ibrahim Foundation
Location:	London, UK
Hours:	Full time
Start date:	ASAP
Salary:	Commensurate with experience

Job summary

We are seeking an experienced social media professional to drive and expand the Foundation's online presence. Managing the Foundation's social media campaigns and day-to-day activities, you will work within a small communications team to create a regular programme of social content, as well as promoting our key initiatives throughout the year.

Specific responsibilities

- Developing and implementing impactful social media strategies for the Foundation's communications activities and managing regular content creation for all our channels.
- Managing social media campaigns around the Foundation's key initiatives and events including the Ibrahim Index of African Governance (IIAG), the Ibrahim Prize and the Ibrahim Governance Weekend (IGW).
- Participate in online community engagement and monitor and respond to online conversations.
- Identify and drive engagement with digital influencers through content sharing and relationship building.
- Assist with timely evaluation and reporting of activities and projects, using various analytics tools.
- Regular updates on how to maximise the Foundation's profile and reach on social media, including understanding and reporting on new and innovative tools, platforms and technologies.
- Planning, implementing and reporting on paid advertising campaigns via the Foundation's social media channels.
- Work with colleagues on all aspects of communications as part of a joined up strategic communications strategy including tone of voice, marketing, content creation, website, and more.

Experience and qualifications

- Educated to degree level or equivalent academic qualification. A focus on communications, international affairs and/or African politics desirable.
- 3-5 years' relevant professional experience, including high-profile campaigns and initiatives.
- Experience of supporting communications efforts around high-profile events.
- Good track record of managing a range of projects to a successful conclusion.



Skills and competencies

- A genuine interest in the mission and values of the Mo Ibrahim Foundation.
- Good understanding of the communication development process including strategy, creative and technical.
- High level of English literacy and experience of writing and editing online content.
- Familiarity with discussions and debates around governance, democracy, international affairs and policy.
- Knowledge and understanding of the social media landscape in Africa.
- Awareness of all major and emerging social channels.
- Knowledge of French, Portuguese or Arabic would be beneficial.

Application procedure

Interested candidates should email applications@moibrahimfoundation.org with a copy of their CV and a short covering letter outlining their interest in the role and how their experience fits the criteria.

Please note that due to the high number of applications we receive we are only able to respond to candidates that are invited for interview.

Only candidates eligible to work in the UK should apply.

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

More information on the Foundation and our initiatives can be found at:

mo.ibrahim.foundation.