



Sensi & Company Ltd.
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- Do you think that you are innovative and pro-active?
- Are you different or extraordinary than others?
- Do you want to make a big impact in the lives of young people in Sierra Leone and contributes to nation building?

If your answer is yes, then we have an exciting and challenging opportunities for you. Come forward and take the challenge.

We are Sensi Tech Innovation Hub Center in Sierra Leone, building a technology innovation community in Sierra Leone that will drive economic and social development through providing an open and stimulating community hub for young technologists and entrepreneurs to come together, develop their ideas and access cutting-edge tech, events, incubation programmes, networking, training and jobs. Our mission is to create an open community space where technology and entrepreneurship intersect, to help build the next generation of innovative solutions and businesses in Sierra Leone.

We strive to represent the next generation of agents of this change. Sensi is built on a highly collaborative and community driven model. We facilitate the mentoring, skilling, generation of, and exposure to novel ideas needed to foster a more innovative, technological, business and community driven solutions to the livelihoods challenges faced in Sierra Leone. Our approach is to always learn and evolve, so that we can constantly improve in the area we work in, and create impact.

Currently we are looking to recruit for the following position:

Position title: Communications & Marketing Manager
Category: Consultancy Contract Position (6 months)
Reports to: Hub Manager
Business: Sensi Tech Hub
Location: Freetown Sierra Leone

The selected candidate will work with Sensi Tech Innovation Hub Center team. The post holder will be responsible to provide various functional support to the implementation of the Centre programme activities in Freetown and other operational areas. They will have to participate in all key decisions relating to their work situations and analysis and play a strategic role in the development and implementation of Centre project and grants activities, data collection, inputting and processing as maybe required.

Summary

The Communication and Marketing Manager is a key member of the Leadership Team, bringing skills, experience, commitment and passion to enhance, develop and add value to Firestarter Fund program, Sensi's other programs and the Sensi brand as a whole. Working closely with the Director and Hub Manager, this role will be responsible for the development and delivery of overall communication and business development strategies and initiatives. This role will contribute significantly to organisational growth, innovation, and solidification of Sensi as a leader in the tech and entrepreneurship sector in Sierra Leone and beyond.

Key Responsibilities and Accountabilities

- Develop and implement comprehensive marketing, communications and business development strategies for current and new Sensi programs and activities.
- Develop and implement operational, marketing, and business development strategies for Sensi's social enterprise.
- Prepare and deliver high quality marketing collateral and stakeholder communications including print, electronic and social media; including the creation and management of the company's websites.
- Oversee Sensi's brand management and guidelines, as well as proactive and reactive PR and media relations.
- Prepare key presentations and reports including Annual Reports, grant applications, and tender submissions.
- Support the Director and Hub Manager in developing and managing strategic partnerships and relationships with government, schools, industry and the broader community.
- Manage relationships with external agencies and suppliers in relation to marketing, communication and business development initiatives.

- Develop the research and evaluation framework for Sensi programs and activities, including the assessment and identification of gaps and opportunities.
- Lead, mentor and motivate the team in stakeholder communications and engagement.
- Oversee Sensi's social enterprise
- Provide ongoing development and timely performance reviews for direct reports.
- Contribute to the development and achievement of the wider organisational strategic plan.
- Any other duties as directed by the Director, and commensurate with the scope and classification of the position.
- Ensure the publication of Quality Indicators on Sensi website
- Ensure indicative fees for government subsidised training for all courses and all other relevant fees are published and accessible on the Sensi website

Qualifications & Experience

- A tertiary qualification in a relevant discipline and/or significant industry experience in communications, marketing, public relations, business development, project management, government, education or community services.
- Excellent written and verbal communication skills
- Excellent organisational and project management skills.
- Experience in managing websites, online content, e-marketing and social media
- Experience in PR, media relations and corporate communications
- Experience in stakeholder relations, team management and leadership at senior level
- Experience in grant and tender writing and/or the production of reports
- Creative development experience, including graphic design and knowledge of the Adobe Creative Suite software (in particular Adobe InDesign)
- Proficiency in Microsoft Office suite (Word, Excel, Outlook, Powerpoint)

Personal Characteristics

- Enthusiastic, dynamic, self-motivated and proactive person.
- Highly professional and articulate with excellent interpersonal skills.
- Excellent attention to detail and commitment to high quality outcomes.
- Strong ability to manage multiple priorities and projects.
- Proven ability to work independently and within a team environment.
- Strong personal values and commitment to working in the not-for-profit sector.

Personal Characteristics

- **Enthusiastic, dynamic, self-motivated and proactive person.**
- **Highly professional and articulate with excellent interpersonal skills.**
- **Excellent attention to detail and commitment to high quality outcomes.**
- **Strong ability to manage multiple priorities and projects.**
- **Proven ability to work independently and within a team environment.**
- **Strong personal values and commitment to working in the not-for-profit sector.**

Key Selection Criteria

Applicants are required to provide a statement addressing the following key selection criteria, in addition to providing a CV/resume:

1. **A tertiary qualification in a relevant discipline and/or significant industry experience**
in communications, marketing, business development, public relations, project management, government, education or community services.
2. **Demonstrated experience in developing and implementing comprehensive marketing, communications and business development strategies.**
3. **Demonstrated experience in the preparation and delivery of websites, marketing collateral, and other types of print, electronic, and social media, as well as proven capacity in PR and media relations.**
4. **Demonstrated experience in preparing key presentations and reports including Annual Reports, grant applications, and tender submissions.**
5. **Strong interpersonal skills with the ability to interact and establish professional strategic relationships with internal and external stakeholders.**
6. **Excellent leadership, organisational and time management skills with the ability to multi-task and effectively prioritise competing demands.**

Salary/Benefits

To be determined based on experience.