



CONTENT CREATOR AND STORYTELLER

Location: worldwide, remote online

Job status: Part time, volunteer, no benefits

Start Date: ASAP

ABOUT SAYAP

Sayap Africa is seeking for a creative and enthusiastic storyteller who can effectively share information across a variety of platforms and media. This individual enjoys learning about projects and initiatives, including their origins, challenges and successes, and understands how to distill information into the most useful and interesting points. By conducting interviews and collecting content from a multitude of sources, this individual can tell stories that range in length, focus and scope, and that suit their specific audience.

JOB SUMMARY

This role has three main components: **1.** Oversees all Sayap Africa social media accounts including research, planning and tracking as well as content development and promotion related to events, media and outreach; **2.** Works closely with the communications team to write, edit, publish and promote new content. **3.** Edit and update our websites.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- ❖ Managing social media accounts on various platforms including Facebook, Twitter, and YouTube, snapchat, TikTok and LinkedIn helping engage and grow our audiences. This will include writing, editing, publishing, and updating content on the pages', ensuring content is consistent and onbrand
- ❖ Executing social media plans, scheduling social media calendars, and regularly scheduled updates
- ❖ Promoting our events, programs, services and tools through our social media
- ❖ Facilitating online conversations with our public and responding to queries
- ❖ Analyzing, tracking and reporting of website and social media analytics
- ❖ Determining and executing cross-promotional opportunities including development and sharing of messaging toolkits and promo campaigns
- ❖ Supporting Sayap Africa team in using digital communication tools as part of their day-to-day activities
- ❖ Helping with edits and updates websites (e.g. calendars)
- ❖ Writing and editing articles and success stories, conducting interviews as necessary
- ❖ Writing, editing, publishing, and promoting messaging and new content
- ❖ Generating, researching, and pitching ideas for content
- ❖ Inviting other bloggers, experts, or other notable guests to contribute content to the website
- ❖ Staying current on industry trends for possible opportunities to attract new readers or
- ❖ create stronger, more engaging content
- ❖ Analyzing web analytics data to gauge content performance

QUALIFICATIONS

Bachelor's Degree in English, marketing, creative writing or communications (or related field). Must have 1-3 years of relevant work experience; Exceptional writing, research, and communication skills; Creativity and adaptability; Excellent understanding of social media, content marketing and other digital media skills; Excellent organizational skills – ability to manage multiple projects simultaneously and under tight deadlines; Understanding of SEO and web traffic metrics; can be Bilingual both oral and written, (French and English)

How to Apply

Send your resume and cover letter to Recruit@sayapafrika.org with the subject line: "Grants and Fundraising Coordinator." We look forward to hearing from you!