

TERMS OF REFERENCE (TOR) FOR COMMUNICATIONS AND MARKETING SPECIALIST

I. BACKGROUND

IRCAD Africa is a training and research center in minimally invasive surgery. The principal of IRCAD is to teach internationally the latest techniques in minimally-invasive image guided abdominal surgery, and to research new computer-assisted system combining developments in software, artificial intelligence and robotics.

I. JOB OVERVIEW

We are looking for an experienced Communications and Marketing Specialist to manage our external and internal communications and promote a positive public image of IRCAD Africa.

II. COMMUNICATIONS AND MARKETING SPECIALIST RESPONSIBILITIES

Under the direct supervision of the Managing Director, the Communications and Marketing Specialist will be in charge of:

- Collaborate with management to develop and implement an effective communications strategy based on our target audience.
- Manage internal communications (memos, newsletters etc.).
- Assist in the development, writing, editing, and distribution of content, including publications, press releases, website content, blog posts, social media content, annual reports, speeches, and other marketing material that communicates the organization's activities, products, and/or services.
- Seek opportunities to enhance the reputation of the brand, and coordinate publicity events as required.
- Maintain records of media coverage and collate analytics and metrics. Proficiency in design and publishing software.
- Performing any other relevant task assigned by Managing Director.

III. REQUIREMENTS AND QUALIFICATIONS

The following skills are required from a person applying for the Communication and Marketing Specialist position:

- A Bachelor's degree in Communications, Marketing, Journalism, or related field recognized university.
- Excellent verbal, written, interpersonal skills, high level of accuracy and attention to detail.
- Good time management, organizational skills and the ability to juggle multiple projects simultaneously.
- Proficient in Microsoft Office, content management systems, and social media platforms.
- Understanding of communications, public relations, and marketing best practices
- Ability to think strategically and identify ways to improve communication effort
- Must be resourceful and take initiative even when given minimal direction

Please send your CV, motivation letter including relevant work experience to info@ircad.africa.

Application deadline: Until the position is filled.

-IRCAD Africa, April 4, 2023