



Post Date: 16 January 2024

## VACANCIES AT AFAP

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### SENIOR EVENTS AND COMMUNICATIONS COORDINATOR

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<b>Job Title:</b>	<b>Senior Communications and Events Coordinator</b>
<b>Job Type:</b>	Full Time (12-month contract)
<b>Job Reference:</b>	COMMS2024
<b>Location:</b>	South Africa
<b>Application Deadline:</b>	26 January 2024

The African Fertilizer and Agribusiness Partnership (AFAP) is seeking a passionate and experienced Senior Communications and Events Coordinator to join our dynamic team. This role offers an exciting opportunity to play a pivotal role in AFAP's ambitious continental Communications Strategy. As the Senior Communications and Events Coordinator, you will work closely with the Communications Officer at our Johannesburg HQ. This role is essential for facilitating the execution of our events and communication strategy at national, regional, and continental levels.

### ORGANISATIONAL DESCRIPTION:

The African Fertilizer and Agribusiness Partnership (AFAP) is a non-profit social enterprise that collaborates with public and private sector partners to develop and strengthen inputs value-chains, and in particular, to deepen and broaden fertilizer markets across Africa. AFAP is dedicated to designing and executing sustainable development projects that support policy and regulatory reforms, capacity building, financial credit provision, and data collection and market intelligence dissemination. By providing innovative and market-oriented business solutions, AFAP promotes the growth of the agricultural inputs and agribusiness value chain sectors.

AFAP's approach involves a range of activities that contribute to the development of a robust inputs and fertilizer market ecosystem. These activities include, but are not limited to: identifying and addressing gaps in policy and regulation, facilitating skills development and knowledge transfer, introducing farming good practices and technologies to improve yield, providing access to credit and other financial services, and collecting 'last-mile' data and disseminating market intelligence. By integrating all of these activities, AFAP helps foster a more competitive, efficient, and sustainable inputs market system across the African continent.

With offices in nine African countries, including Ghana, Kenya, Malawi, Mozambique, Nigeria, Tanzania, Uganda, Zambia, and its headquarters in South Africa, AFAP combines technical expertise, entrepreneurial innovation, and a unique, continental perspective. Overall, AFAP's work is essential in advancing agricultural productivity and food security across the continent. Through its partnerships and innovative business solutions, AFAP is helping transform Africa's agricultural sector into a viable engine for economic growth and development.



## OVERALL JOB DESCRIPTION:

AFAP is embarking on an ambitious continental Communications Strategy, aimed at highlighting our activities both locally and continent-wide. We're seeking talented candidates to join our in-country teams, collaborating closely with the Country Manager and reporting to the Communications Officer at our Johannesburg HQ. As an In-Country Communications Assistant, you'll be a vital part of the AFAP Communications Committee, facilitating the execution of our communication strategy at national, regional, and continental levels.

Your primary tasks will encompass curating AFAP information, documents, and data at a country level, while effectively communicating with local stakeholders and supporting content development for a continental audience. Furthermore, you'll be entrusted with the creation of engaging local content, designing and executing communication activities, and developing innovative products that contribute to departmental revenue generation. In essence, we're seeking driven individuals who can seamlessly intertwine local needs with a broad continental vision, furthering AFAP's impact across Africa.

## ESSENTIAL FUNCTIONS:

### Content Development & Design (Essential Functions):

- **Content Strategy:** Develop and implement a comprehensive content strategy that aligns with AFAP's mission and effectively promotes our activities both locally and continent-wide.
- **Stakeholder Engagement:** Lead in building and maintaining strong relationships with key stakeholders, including government agencies, partners, and media outlets, to expand AFAP's reach and influence.
- **Public Relations:** Develop and execute sophisticated public relations strategies, including press releases and media outreach, to enhance AFAP's visibility and reputation.
- **Digital Media:** Oversee and optimize AFAP's online presence, including websites, social media platforms, and digital systems, to ensure impactful and up-to-date information dissemination.
- **Market Intelligence:** Leverage data and analytics to make informed decisions, identify trends, and adapt communication strategies for maximum impact.
- **Thought Leadership:** Establish AFAP as a thought leader in the agricultural sector by producing high-quality, industry-relevant content and engaging in strategic partnerships.
- **Crisis Communication:** Develop and implement crisis communication plans, providing leadership in managing and mitigating potential reputational risks.
- **Graphic Design Expertise:** Proficient in Adobe design packages, including Premier, Illustrator, InDesign, and Photoshop. Additionally, skilled in coordinating and collaborating with external service providers to oversee and execute design projects effectively.



### Event Organizing (Essential Functions):

- **Event Planning and Execution:** Lead the planning and execution of a variety of events, including press conferences, customer events, and public gatherings, ensuring their successful implementation.
- **Stakeholder Engagement:** Drive event hosting activities to engage with stakeholders effectively and expand AFAP's reach.
- **Logistics Management:** Oversee event logistics, including venue selection, vendor coordination, and attendee registration, to ensure seamless and impactful events.
- **Press Events:** Coordinate press events and interviews to facilitate effective communication with local stakeholders, enhancing AFAP's visibility and engagement.
- **Special Event Support:** Provide leadership for special events that showcase AFAP's impact on a larger stage, contributing to the organization's broader goals.
- **Revenue Generation:** Develop innovative products and execute administrative tasks to contribute to departmental revenue generation through events.

### QUALIFICATIONS:

#### Minimum Educational Requirements:

A completed Bachelor's Degree in Communications, Public Relations, Journalism or related field. Creative Design expertise will be a plus.

#### Work Experience:

Applicants should have a minimum of 5 years' experience in a senior communications role, with a proven track record of leadership and strategic communications management.

#### Essential Skills:

- **Strategic Leadership:** Demonstrated experience in leading and managing communications strategies at a senior level, with a strong understanding of corporate communications.
- **Digital Proficiency:** Proficiency in social media tools, including but not limited to Twitter, LinkedIn, and Instagram, with a deep understanding of digital communication trends.
- **Crisis Management:** Proven ability to develop and execute crisis communication plans, with the capacity to handle sensitive issues.
- **Thought Leadership:** Strong analytical skills, with the ability to identify trends, opportunities, and potential risks in the agricultural sector.
- **Stakeholder Relations:** Exceptional stakeholder engagement skills, including the ability to build and maintain relationships with key partners and media outlets.
- **Event Expertise:** Extensive experience in planning and executing high-impact events, from strategy development to logistics management.
- **Financial Acumen:** Proven ability to integrate revenue-generating elements into events and activities to achieve departmental revenue goals.



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## **APPLICATION INFORMATION**

Anticipated Start Date: **Immediate**

If your qualifications align with the requirements of this position, we encourage you to apply. Please send your CV, a one-page cover letter, copies of relevant certificates, and your salary expectations to [kmanaka@afap-partnership.org](mailto:kmanaka@afap-partnership.org). The application deadline is **Friday, 26 January 2024**.

In your correspondence, ensure you include the job reference **Senior Communications and Events Coordinator** and the country you are applying to work from in the email subject line. Please note, only candidates who have been shortlisted will be contacted. We appreciate your interest in becoming part of the AFAP team.