

Job Title: Senior Communications Associate

About Our Organization:

The Museum of West African Art (MOWAA) is an independent, charitable organisation that supports initiatives in cultural heritage, art, and archaeology. Our goal is to create a world class collection of exemplary West-African art and support museum development and conservation practice across the region through facilities and expertise of the Institute. Through our collection, we will provide wide-reaching public programmes, research and professional development opportunities, ensuring MOWAA supports the growing contemporary arts scene in Africa and the rebirth of the great artistic and creative traditions of Benin.

Background:

The Museum of West African Art (MOWAA) is seeking a passionate and strategic communications expert to join our dynamic team as the Senior Communications Associate. This role offers a unique opportunity to be at the forefront of promoting West Africa's rich cultural heritage while shaping the future of contemporary arts. As a key player in our team, you will have the chance to lead and elevate our brand, drive impactful donor engagement, and expand our reach on an international scale.

In this pivotal position, you will collaborate closely with the current Head of Communications, with the potential to transition into a leadership role. Your strategic thinking and creative storytelling will ignite interest and passion across diverse audiences, enhancing MOWAA's profile both locally and globally. You will also play a critical role in managing our website, ensuring brand consistency, and guiding junior team members.

If you are a seasoned professional in strategic marketing, communications, and PR, with a proven track record of delivering measurable impact, we invite you to bring your expertise to MOWAA. Together, we can inspire and educate global audiences, fostering a deeper appreciation for West Africa's artistic legacy and positioning MOWAA as an internationally recognized model of artistic excellence and innovation.

Key Responsibilities:

Strategic Communications:

- Build and execute MOWAA's annual communication strategy, clearly outlining key audience- and goal-specific communications products.
- Research and monitor the activities of other organizations in the sector to identify collaboration opportunities and contribute to the topical news agenda by sharing and commenting on relevant content.
- Act as the brand manager/owner, ensuring that all communications, visual elements, and content across digital and print platforms are consistent with MOWAA's brand identity and aesthetics.

- Ensure brand consistency across all media channels, appealing to partners, donors, and the general public.
- Liaise with local and international PR consultants on key projects and initiatives.

Media Relations Support:

- Track press requests and media mentions of MOWAA, providing weekly media reports to senior management with response recommendations.
- Draft press releases and key messages for dissemination to relevant media platforms and stakeholders.

Web and Social Media Management:

- Develop and implement a social media strategy that supports our delivery plans, including targets to increase brand awareness and engagement.
- Oversee the management of MOWAA's website, including content updates, design, and development of new pages. The candidate should have a working knowledge of content management systems (CMS) such as WordPress, enabling them to build pages, upload content, and manage external vendors or designers when necessary.
- Monitor, track, analyze, and report on social media and news platforms using tools like Google Analytics and Facebook, recommending improvements to increase performance.

Content Development:

- Set up plans and processes to ensure we have compelling graphics, video, and written content to support a proactive media presence.
- Source and manage content producers for outsourced projects, including drafting TORs, contracting, and oversight on execution.
- Review all outgoing content for publication on our platforms and for key partners.
- Drive value-for-money and cost efficiency in our production and dissemination work.
- Regularly collaborating with MOWAA department leads to ensure consistent documentation of activities and build a multimedia archive over time.
- Provide guidelines and training for staff to ensure appropriate use of MOWAA's communications tools and platforms (i.e., templates, media messages, etc.).

Collaboration and Coordination:

- Work closely with the current Head of Communications to ensure a seamless transition and continuity in communication strategies.
- Supervise and mentor junior team members within the communications department, providing guidance on content creation, brand management, and digital tools.
- Interface with the fundraising team on our membership scheme to support donor communications and fundraising goals.
- Collaborate with the public programme manager to support and coordinate public events and initiatives.
- Liaise with local production and press teams to ensure effective media coverage and content production.

Essential Skills:

- At least 8 years of experience with a proven record of accomplishment of creating the right voice, deepening brand awareness, and achieving engagement with different audiences.
- Strong copywriting, editing, and presentation skills, with excellent attention to detail.
- Ability to develop and manage projects through to completion, including proposal development, planning, and budget management.
- Experience in identifying and motivating a network of contractors or a small team to achieve goals.
- Proficiency in content management systems (CMS) like WordPress, with the ability to manage or oversee website content and development.
- A 'start-up mentality' – self-motivated, adaptable, and collaborative.
- Strong social purpose motivation and excellent teamwork, collaboration, and people skills.

Career Growth & Development:

As MOWAA's key programmes evolve, this role will expand to include strategic oversight across a range of initiatives within MOWAA's Creative District. You will be positioned as a key contributor to MOWAA's broader fundraising, business development, and brand management strategies, with significant opportunities for career advancement.

Terms and Conditions:

- **Reporting Line:** Head of Communications
- **Duty Station:** Preference for Lagos-based candidates with travel to Benin City as required
- **Compensation & Benefits:** Competitive, commensurate with experience and credentials
- **Start Date:** Subject to a 6-month probation period

Interested candidates should submit a cover letter and CV to careers@wearemowaa.org by 30 August 2024. Please include " Senior Communications Associate " in the subject line of your email.

Note: Only shortlisted candidates will be contacted for interviews. MOWAA is an equal-opportunity employer and encourages individuals from diverse backgrounds to apply.