

## Job Description

# GLOBAL MESSAGE MOBILIZER



**Position:** Global Message Mobilizer  
**Location:** Dakar, Senegal  
**Department:** Global Mobilization Team  
**Reports to:** Global Partnerships Specialist, located remotely

### **Organization Overview**

Tostan is a West Africa based international non profit headquartered in Dakar, Senegal. Our vision is “Dignity for all” and our mission is to inspire and empower communities to achieve their vision for sustainable development. We contribute to creating large scale movements for the respect of human rights leading to positive social transformation.

Tostan’s core values are love, communities first, learning and innovation, partnership and dialogue, passion and pride in our work, respect and humility toward others. The years 2019-2020 will be a period of scaling and sustaining our impact in West Africa. For more information, please visit: [www.tostan.org](http://www.tostan.org)

### **Department Overview**

The Global Mobilization Team (GMT) coordinates and manages all of Tostan’s external relationships and secures the financial and in-kind resources necessary for mission fulfillment. The “GMT” is in charge of maintaining a broad base of flexible, sustainable partnerships with engaged supporters and donors.

The GMT proactively reaches out to, nurtures and coordinates partnership with values-aligned and trustful supporters who are inspired and can invest in Tostan long-term. We prioritize supporters who give program-driven and capacity support; leading to evidence of impact in the areas of civil society, human rights, and women and girls.

The Global Message Mobilizer works directly with the Global Network Coordinator and the Public Relations Mobilizer, based in the Dakar, but works remotely with other team members based globally.

### **Global Message Mobilizer Role**

We are looking for a Global Message Mobilizer to provide technically skilled support to achieve the Tostan Global Mobilization team’s vision that ***Tostan will achieve mission fulfillment when ample resources flow through a local and global network that is determined to see “Dignity for All” realized.***

In this role, you should be an excellent communicator in English and French with strong attention to detail. It is an added bonus if you speak one or more national West African languages. **Ultimately, your goal will be to support the Public Relations Mobilizer and Global Network Coordinator in ensuring clear communication of Tostan’s**

**message across all channels, and to support fundraising and communications in bringing new time, talent and treasure to Tostan.**

## **Responsibilities:**

### Social media

- Take social media efforts 'to scale': identify and implement most efficient tools and processes, define target audience and appropriate platforms, grow social media presence in English and French, with programmatic partners and wider network of support.
- Outline and maintain social media goals. Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information.
- Create, observe and respond to conversations within Tostan's thought leadership communities - this includes monitoring tweets, responding to Facebook posts and engaging with advocates.
- Maintain channels on a day to day basis and ensure backup is planned at times when you are unavailable.
- Support Senior staff members (CEO and Founder) in establishing and managing their own social media pages, through which support Tostan's PR goals.
- Set up and optimize pages within each platform to increase the visibility of social content.
- Moderate all user-generated content in line with the moderation policy for each community.
- Provide immediate responsiveness to any online emergent issues of concern to the organization or its brand, including appropriate response to trolls and negative feedback.
- Convert traffic to Tostan pages so that supporters donate, register for webinars, download content and share on other platforms.
- Prep and debrief with team members on expectations for social media content around events and supporter visits.
- Work with Global Network Coordinator to ensure that Tostan sister organizations and communities of support are supported in their social media outreach efforts.

### Website

- Review, maintain and update the website on Wordpress.
- Maintain website blog with latest programmatic updates and news from wider Tostan network, to ensure information is fresh and current.
- Collaborate with Global Network Coordinator to ensure communications are integrated across all channels, including e-newsletters and reports.

#### Administrative/internal

- Provide administrative support to Global Mobilization Team members as needed.
- Update databases and media lists.
- Compile and send monthly internal communications newsletter to all staff.

#### **Qualifications and Selection Criteria**

- Fluent in both written and spoken English and French, with preference given to candidates with a local West African language as well
- Excellent communication skills - written and verbal, as well as copywriting and editing
- Understand the big picture of social media including how search, content and social media all work together
- Know and come to understand what content works and what doesn't on social networks; for example which different media formats such as text (articles), video, images and podcasts resonate with Tostan's particular target audiences
- Know how to make content move and even go viral across Twitter, Facebook, Instagram, Pinterest and the other social networks
- Know how to guide a supporter down an engagement funnel from discovery, engagement, following and donation
- Demonstrable social networking experience and social analytics tools knowledge preferred
- Adequate knowledge of web design, web development, CRO and SEO
- Knowledge of online marketing and good understanding of major marketing channels
- Positive attitude, attention to detail and customer oriented with good multitasking and organizational ability
- Proficient in MS Office; familiarity with design software (e.g. Photoshop, InDesign)
- Knowledge of content management systems, notably with proficiency in Wordpress.
- BS in Communications, Marketing, Business, New Media or Public Relations preferred
- Experience or understanding of issues in the international development sector.

**To Apply**

To apply, please send a CV and cover letter in English via email to [hr@tostan.org](mailto:hr@tostan.org), with “Global Message Mobilizer” in the subject line. We are accepting applications until March 4th, 2020. Incomplete applications will not be considered.

Tostan is an equal opportunity employer. We evaluate all applicants without unlawful considerations of race, religion, age, sex, national origin, disability, or any other basis prohibited by applicable law.