

## Head of Communications & Media Relations Edo Museum of West African Art

### Job Overview:

The EMOWAA Pavilion is looking for a senior professional in strategic marketing, communications and PR who will work closely with our leadership team to deliver real, measurable impact. The Head of Communications and Media Relations will be responsible for overseeing communications, with direct implications for our evolving brand, fundraising and partnerships.

The ideal candidate will have a proven talent for developing and handling communications at the organisational level and across our diverse portfolio of programmes and initiatives. This includes the establishment of a world-class research and collections facility, annual research programmes, year-round outreach and exhibitions, and the development of a wider Creative District in the historic quarter of Benin City.

As a critical adviser, you will work closely with directors and other programmes leads, recommending key messages, channels and platforms to drive intended outcomes in Nigeria and across West Africa. You will juggle multiple expectations ensuring EMOWAA has a strong profile amongst different audiences and stakeholders, with growing interest locally and globally. You will be expected to continue to evolve our marketing strategy, attract new audiences, embrace digital innovation, and work towards our mission to become an internationally recognised model of artistic excellence, information and accessibility.

### Key Responsibilities:

#### Strategic Communications

- Build and execute EMOWAA's annual communication strategy, clearly outlining key audience- and goal-specific communications products
- Research and monitor activity of other organisations in the sector to look for collaboration opportunities and contribute to the topical news agenda – sharing and commenting on other organisations' content as needed.
- Ensure brand consistency across all media channels, while appealing to a variety of audiences including our partner organisations, potential 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 EMOWAA, and provide weekly media reports to EMOWAA's 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
- Monitor, track, analyse and report on social media and news platforms using tools like Google Analytics and Facebook, and recommend improvements to increase performance.

### Content Development

- Set up plans and processes to ensure we have compelling graphic, video and written content to support proactive media presence
- Work closely with the Education and Outreach Coordinator and the Head of Programmes on major public events and publications
- Source and manage content producers in line with specific on outsourced projects, including TORs, contracting and oversight on execution
- Reviews on all out-going content for publication on our platforms and for key partners
- Drive value-for-money and cost efficiencies in our production and dissemination work
- Regularly collaborate with EMOWAA department leads to ensure consistent documentation of activities and over time to build a multimedia archive
- Provide guidelines and trainings for staff to ensure appropriate use of EMOWAA's communications tools and platforms (i.e. templates, media messages, etc.)

### Essential Skills:

- At least 8 years' experience with a proven track record 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 projects and managed them through to completion, including proposal development, planning and budget management.
- Able to identify and motivate a network of contractors or a small team to successful completion of its goals and objectives
- A 'start-up mentality' – self-motivated, comfortable with change and collaborative.
- Motivated by working for an organisation with a strong social purpose
- Excellent team working, collaboration and people skills in particular the ability to articulate ideas and build relationships with colleagues, senior management, benefactors and press.

### Career Growth & Development:

As the EMOWAA's key programmes are established, the responsibilities for this role will expand in scope from organizational and project level support specific to the Pavilion to developing strategies that cut across the range of programmes and facilities within EMOWAA's Creative District. As such, this person will be considered as a key contributor of EMOWAA's fundraising and business development strategies.

### Terms and Conditions:

- **Reporting Line:** Director of the Pavilion
- **Duty Station:** Benin, Lagos
- **Compensation & Benefits:** Competitive, subject to credentials
- **Start Date:** September 2022 or earlier, subject to 6-month probation period

**Interested candidates:** Please submit a 1-page cover letter and CV to [careers@EMOWAA.com](mailto:careers@EMOWAA.com) indicating the role(s) of interest in the subject line.