

## Communications Associate

The Museum of West African Art

### About Our Organization:

The Museum of West African Art, Edo (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 Pavilion. 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:

This is a great opportunity to grow and develop while making an impact at an institution changing the face of arts and heritage management in West Africa.

The Communications team is responsible for developing the museum's physical and online audience through targeted campaigns, excellent online content, PR opportunities, brand development and online community management.

MOWAA is looking for an enthusiastic and proactive Communications Associate to lead on content creation for our social media channels and to look after our online communities. The role also supports on the day -to -day PR for the museum, from drafting press releases and securing coverage for our activities to managing on site filming, photography and press visits.

The post reports to the Head of Communications and works closely with PR agencies, the wider MOWAA team and freelance design support.

### Role:

- Responsibility for the creation of organic social content creation, campaigns and scheduling, working closely with the design support on high quality content that supports communications objectives and captures all MOWAA's activities.
- Take a proactive role in working with wider team to identify new content opportunities and work across museum teams to shape and create ideas for social media.
- Experience with social listening tools
- Manage online communities on Facebook, Twitter, Instagram and LinkedIn facilitating conversations and identifying and referring queries to the appropriate team members.
- Support on the day-to-day media requests, including working closely with PR agencies, and facilitating photoshoots and filming with colleagues across the museum.
- Work with the PR agency to support major communications initiatives, growing and maintain relationships with key journalists and press.
- Contribute to MOWAA's objectives of raising awareness and engagement and support overall communications objectives.

- Support the Head of Communications team to understand what is happening across the organisation as necessary, including liaising with other teams to understand and support their communications and marketing needs.
- Act as a brand guardian and deliver relevant training.
- Any other tasks that may be required from time to time, as determined by the Line Manager
- Project manage video and photo content capture at museum building site to document construction progress.
- Coordinate videographer and photographer schedules, shots, and ongoing access to building site.
- Work with external parties to manage post-production of all video and photos captured.

**Requirements:**

- BA degree in communications or a related field
- 2-3 years' experience in communications, public relations, social media management or related field
- Strong project management abilities and comfortable working on several different projects with different deadlines
- Excellent analytical, research, creative problem solving, and organizational skills.
- Ability to work under time constraints and meet tight deadlines.
- Passion for the arts, culture, museums
- Excellent written communication skills, including spelling and grammar.
- Outstanding communication, interpersonal and relationship building skills
- Knowledge of photography/videography and content production preferred
- Remote, but ideally located in UK or West Africa

Willingness to perform other duties and projects as needed

All interested parties should please send their CV, cover letter and any examples of previous work to [comms@emowaa.com](mailto:comms@emowaa.com).