

# West and North Africa Communications Officer (Francophone)

Location: Dakar, Senegal or Rabat, Morocco

## About IDinsight

IDinsight uses rigorous evidence to help leaders improve lives. We tailor a wide range of data and evidence tools, including randomized evaluations and machine learning, to help decision-makers design effective programs and rigorously test what works to support communities. IDinsight works with governments, multilaterals, foundations, and innovative non-profit organizations in Asia and Africa. We work across a wide range of sectors, including agriculture, education, health, governance, sanitation, and financial inclusion. Our team is made up of exceptional economists, data scientists, policy experts, and development professionals.

## About the West and North Africa Communications Officer (francophone)

IDinsight is seeking a francophone communications professional with 4+ years of experience to join our team and help amplify the impact of our work and build our influence and visibility with key audiences in West and North Africa (WNA). The Communications Officer will be based in Dakar, Senegal or Rabat, Morocco and will support our Regional Executive team (Regional Lead, Chief of Staff) as well as project teams in the region. The WNA Communication Officer will need to be fluent (native) in French and have a professional command of English.

The WNA Communications Officer will work with regional project teams as well as regional leadership on strategic communications activities to amplify project impact and influence policymakers, research peers, philanthropies, NGOs and others operating in the region. The Communications Officer will be working as part of a larger Communication team including the Designer, Digital Officer, Strategic Communications Director, and potentially, consultants. The Communications Officer will report to the Strategic Communications Director with a dotted line to the West and North Africa Executive Regional Director.

## Responsibilities

1. Communications Activities :
  - Drive the implementation of IDinsight's communications and influence strategy in WNA, refining target audiences, key messages, tactics, approaches, and feedback mechanisms to measure progress towards goals. Contribute to refining IDinsight's brand, image and positioning in WNA, with a particular focus on Francophone WNA.
  - Handle external communications implementation, including content development in French and English-French translations. With support from the Designer and Digital Officer, produce high-quality, well-written, and visually appealing content in French to influence audiences:

existing/potential clients; existing/potential employees; existing/potential funders; and peers. Content may include blogs, articles, infographics, policy briefs, videos, social media content, newsletters, press reports, methodological tools, or interactive reports.

- Ensure content promotion and diffusion, including on social media and traditional media (pitch to local and international media), .etc
  - Ensure or contribute to the regular update of IDinsight presence in French including IDinsight website and assimilated content, at par with the evolution of the IDinsight presence in English.
2. Project team support:
    - Support regional project teams in the development and execution of external communication outputs to amplify their work : e.g., academic and grey literature outputs, posters for conferences, blog posts, .etc.
  3. External Relations
    - Identify and coordinate high-impact activities to raise the organization's visibility and influence, supporting IDinsight's presence and contribution to conferences, events, roundtables, or other initiatives aligned with the regional goals.
    - Support WNA leaders at conferences and events by preparing presentations, speeches, .etc.
  4. Other responsibilities
    - As a member of the regional team, the WNA Communication Officer will contribute to office initiatives and organizational culture.
    - As a member of the communication team, the WNA Communication Officer will also contribute to refining the role of the communications team to optimize activities and achieve strategic objectives.

## **Qualifications:**

- Master's degree or equivalent work experience in a relevant field - including economics, econometrics, public policy, communications, or journalism.
- Exceptional writing and editing skills in French and English with a passion for clarifying complex technical concepts, and strong storytelling skills with an ability to quickly identify a "hook" for different audiences.
- At least 4 years of communication experience working with policymakers, NGOs, think tanks, research institutions, or strategic consulting.
- Ability to both think strategically and to execute quickly with a bias towards "getting it done", while keeping a keen attention to details;
- Comfortable in a fast-paced work environment;
- Experience working with technical experts (e.g. economists, academics, data scientists) is a plus, as well as a pre-existing network of media in the region.
- The mastery of another language used in West or North Africa (E.g., Arabic, Wolof) is a plus.
- Individuals with a policy background and work experience with actors in evidence generation are particularly encouraged to apply.

## Professional Development

Skills and career development are core to IDinsight's values and long-term impact strategy, and have been noted highlights of teammates' experiences. IDinsighters receive significant mentorship from IDinsight leadership, support from talented peers, and are given considerable autonomy when ready. They maintain professional development plans and are given "stretch" opportunities designed to strengthen a variety of skills. Real-time feedback is embedded in our culture and formal structures thereby enabling maximum professional growth.

## Nuts and bolts

- Job title: West and North Africa Communications Officer
- Contract type to be discussed depending on location
- Location: Dakar, Senegal or Rabat, Morocco
- Reports to: Communications Director and West and North Africa Executive Regional Director

## Work Authorization

IDinsight is able to sponsor employment visas for all nationalities in these locations; however, we will prioritize candidates who do not require IDinsight to sponsor work authorization in the aforementioned countries. All candidates who are not currently located in our country offices listed above will be expected to relocate to their office locations at the onset of their employment.

## Compensation

Compensation and benefits are commensurate with the qualifications and experiences IDinsight is hiring for, and competitive within the global development sector. We are especially proud of the people-focused benefits we offer including comprehensive international health insurance, including mental health coverage; paid vacation; sick and parental leave; relocation benefits; travel stipend; technology and work from home stipends; professional development budget; and more.

Please note, as a non-profit, we are unable to provide compensation similar to leading private sector organizations.

## How to apply

Please click the "Apply for this job online" button at the top right. The application asks various questions in order for us to get to know you, and requires a CV and cover letter. Applications are due **Friday, 21st April 2023**. Only candidates selected for an interview will be contacted.

Please ensure that your CV includes relevant professional and personal experience as well as details on academic qualifications. CVs can range from one to two pages. Please note, headshot photography, parental details, birth dates, marital status and other personal information not relevant to the application do not need to be included in your CV. Additionally, we strongly encourage you to use your cover letter to highlight why you want to work for IDinsight specifically, and what has prepared you to succeed in the role you're applying for. A customized cover letter is an important part of

IDinsight's recruiting process as it allows us to understand your motivations for the position, relevant skills, and clarity of writing.

More information, including details on [IDinsight's hiring process](#) and [frequently asked questions](#), can be found online at [IDinsight Careers](#). Any questions should be directed to [careers@IDinsight.org](mailto:careers@IDinsight.org).

## **IDinsight's commitment to reducing power asymmetries**

IDinsight is committed to [reducing power asymmetries in the social sector](#). Our commitment to diversity, equity, and inclusion reflects our understanding of the need for the sector to abandon unhealthy practices of the past. We wish to be part of a new generation of international NGOs who are honest about this history and transparent about our role in the present. Our commitment is also aligned with the impact of our work.

We seek a workforce that is inclusive of a variety of perspectives that will help us refine and improve our methods and relationships, and strengthen the services we provide our clients and their communities or constituencies. The following commitments represent our vision for the IDinsight team:

1. IDinsight will have greater representation from the **populations with whom we work** and **clients we serve**.
2. IDinsight will have greater representation from the **countries in which we work**.
3. Across all countries in which we recruit, we will seek **greater representation from historically excluded communities**.
4. IDinsight will foster an **inclusive work culture that empowers a diverse team** to do their best work.

IDinsight is an equal-opportunity employer and strives to create a diverse and supportive workplace.