



Job Description

JOB TITLE: External Relations Officer

ABOUT THE MANDELA RHODES FOUNDATION

The Mandela Rhodes Foundation (MRF) is one of Nelson Mandela's three official legacy organisations, founded in 2003 in partnership with the Rhodes Trust. Its purpose is to build exceptional leadership capacity in Africa. We find, fund, and empower young Africans who aspire to use their talents to serve their societies and the African continent. We do this by providing a postgraduate scholarship for young leaders to study in South Africa, and participate in a residential Leadership Development Programme. Our programmes are built on Mr Mandela's belief that leadership begins with inner transformation, and our founding principles of reconciliation, education, entrepreneurship, and leadership. In 21 years the MRF has awarded nearly 700 Mandela Rhodes Scholarships to young leaders from 36 African countries.

PURPOSE OF THIS ROLE

The Mandela Rhodes Foundation aims to maintain brand, communications and alumni relations strategies that accurately captures and conveys its essence, ensuring a relevant voice and place in society, raising awareness to key audiences across the continent. The MRF is also committed to building a thriving community of Mandela Rhodes alumni who continue to espouse the Foundation's values, whose collaborations exponentially increase the Foundation's impact; and who remain invested in, and are in relationship with the MRF.

The External Relations Officer's (ERO) role is to assist in delivering on the Foundation's brand, communications, marketing and alumni relations objectives. This role reports to the External Relations Manager (ERM), who is accountable for developing and implementing the communications and alumni strategies, in alignment with the organisation's strategic goals.

KEY STAKEHOLDERS

- MRF staff
- MR scholars and alumni
- Members of the media
- Communications suppliers (design, print, digital, videography, photography)
- Relevant stakeholders/ partners who advance thought leadership efforts

OUTPUTS

A: PAN AFRICAN OUTREACH (PAO)

Pan African Outreach (PAO) incorporates the Foundation's efforts to market and promote the Scholarship and attract top candidates.

1. Support ERM with the PAO strategy by implementing key deliverables of the communications and marketing plan:
 - Develop and execute all social media, web and email content, in conjunction with an external designer where necessary

- Manage the email list of prospective applicants for email campaigns: update annually and drive subscriptions regularly
2. Assist ERM in gathering data required for producing an integrated report on the PAO, combining data from social media, the website and Embark
 3. In conjunction with the ERM research relationships that can advance PAO

B: GENERAL COMMUNICATIONS, MARKETING & BRAND BUILDING

1. Support the ERM in implementing the MRF's communications and alumni relations strategy by:
 - Ensuring that each social media channel's results are captured, tracked
 - Maintaining the monthly content calendar and creating/sourcing:
 - Web and social media coverage of the workshops
 - Profiles of scholars in residence and alumni
 - Video and written reflections from scholars
 - Briefing external photographer and/or videographer to cover high-level events and archiving the outputs on the server
2. Support ERM with social media requests (e.g. marketing alumni events, opportunities, calls for involvement, covering CEO engagements)
3. Monitor MRF's social media platforms: escalate queries, and basic day to day engagement with audiences
4. Make simple updates to the MRF website, working with external supplier, to keep it up to date, and review and improve it periodically
5. Support ERM by sourcing content (imagery, quotes, addresses, reports) required for the annual yearbook, co-ordinating internal team and external suppliers
6. Source content, facts and/or figures for press releases, marketing presentations, and reports for the External Relations Director
7. Maintain updated media list, send invitations to media for events, manage follow up and RSVP process
8. Work alongside Ops team to prepare for MRF events: liaise with venue, ensure photographer/videographer and sound system is set up
9. Packaging brochures, magazines, and other marketing materials for shipping

C: ALUMNI RELATIONS AND ENGAGEMENT

1. Support ERM in implementing the alumni relations strategy
2. Maintain the Mandela Rhodes Connect platform:
 - Regular requests for updated alumni bios and contact information
 - Uploading alumni bios
 - Accepting new alumni requests
 - Answering and/or escalating alumni requests
 - Basic platform maintenance
 - Gather content for and deploy monthly MRC newsletter
 - Liaise with platform supplier re system glitches and updates
3. Maintain the alumni relations dashboard. Keep a record of participation in alumni initiatives tracking performance year on year, and use the dashboard to generate reports as requested by the ERM

D: ASSIST IN DELIVERING CORE ALUMNI DEVELOPMENT OFFERINGS

1. Support ERM with implementation of the Shaun Johnson Memorial Scholarships (SJMS):
 - Assist ERM in developing communications stream
 - Update timelines
 - Assist Ops team in setting up the selection room (sound/audio visual equipment)

2. Support ERM with the implementation of the Äänit Prize:
 - Researching ideas/concepts for the Äänit Prize awards ceremony
 - Review past applicants and winners for communications and reporting purposes
 - Manage and update the timeline annually
 - Update and maintain templates for the below for all the rounds:
 - Application forms for candidates
 - Rating sheets and guidelines for reviewers
 - Communications to candidates

COMPETENCIES:

Knowledge and experience:

1. Undergraduate qualification or equivalent
2. Excellent written and verbal communication skills
3. Experience: 1-3 years in brand, communications, marketing, alumni relations or a related role.
4. Experience working with alumni or in a non-profit organisation is a benefit
5. Creative skills: Content management and creation is required. Ability to cover the basics (shooting photographs, creating simple designs for invitations or quote cards, shooting mobile video for social), and managing external suppliers (photography, videography, design) when required
6. Proficiency in social media platforms (including paid interfaces on Facebook, LinkedIn and Google SEO and Ads), content management systems, and marketing software
7. Ability to develop comprehensive plans for promotions, events, and related activities, including scholar farewells, alumni gatherings, gala dinners, and conference support and assist in implementation thereof
8. Collaborating with internal teams and external partners to ensure the seamless execution of events
9. Creativity, attention to detail, and the ability to multitask in a fast-paced environment essential
10. Manage brand collateral
11. Effectively managing timelines and resources to achieve set objectives
12. Ability to work independently and as part of a team
13. The candidate must be willing to relocate to Cape Town, and travel periodically for work

Behavioural and functional competencies:

1. Written communication: Use of crisp, well thought and appropriate language; reports are structured clearly highlighting key actions.
2. Display ethical behaviour and integrity with high self-discipline and commitment to work; maintain cordial and professional relationships with all in the workplace.

3. Time management: Effectively manage time, set priorities; meet deadlines for deliverables.
4. Planning and organising: Identify the critical tasks required; create project plans and set priorities clearly in task execution.
5. Energy and creativity: Generate new ideas and take initiative to come up with better ways of operating, challenge status quo.
6. Teamwork and interpersonal: Collaborate; understand others' viewpoints and perceptions, be sensitive to team dynamics and build trust.
7. Flexibility and adaptability: Be open to varying and demanding work situations; be flexible to work on more than one job at a time.
8. Provide administrative support to the ERD and/or ERM as needed.

***Applicants must be legally eligible to work full time in South Africa.
Employment Equity Act applies.***