



Dear Applicant,

I am delighted you are considering applying for the role of PR Officer at Future of Ghana.

The PR Officer is an exciting new role which will help solidify our reputation as an innovative and collaborative organisation.

All our roles are voluntary with great benefits, please continue to read on to learn more about our organisation and this role to see if it's right for you.

Kind regards

Ben Anim-Antwi

Chief Operating Officer (COO)



WHO WE ARE:

Future of Ghana is a value driven organisation focused on building legacy. From our Board of Trustees to our volunteers, we believe the mobilisation of knowledge, skills and resources of Ghanaians at home and abroad play a pivotal role in the economic empowerment and job creation of young people and communities in Ghana. We aim to be an exemplary organisation in how we support nation building through our FOG Pillars and work with & advocate for young people.

OUR VISION:

Young Ghanaians globally uniting to drive positive change in Ghana, through innovation & collaboration

OUR MISSION:

To create platforms for young Ghanaians at home and abroad to connect, share skills and knowledge to impact Ghana's development

OUR VALUES:

- **INNOVATION:** We embrace new ideas, creative thinking and new technology in all of our work.
- **EXCELLENCE:** In everything we do, we strive for excellence to be our average.
- **Connecting GENERATIONS:** We seek to learn from and connect with the generations that have come before us and those to come
- **INTEGRITY:** We aim to be open, transparent and honest in how we operate, steward our resources and deliver our services
- **Building COMMUNITIES:** We build and empower communities through programmes and events; in collaboration with partners, funders and sponsors



WHAT WE DO - Our Pillars

Volunteering: We connect Ghanaians abroad with opportunities to collaborate with Ghanaians at home. We do this in two ways, facilitating short-term community-based volunteering and via skilled volunteering; matching Ghanaian professionals with specific needs, industries and organisations in Ghana

Livelihoods: In collaboration with Ghana-based partners, we deliver projects focused on entrepreneurship and job creation to empower economically marginalised young people and communities in Ghana

Community: We provide platforms that connect and empower the second & third generation UK based Ghanaian community to access credible information, advice and opportunities

Advocacy: We engage with and provide a voice for young people within our community and beyond so we can take intentional steps to ensure their voice helps influence decision makers in developing, amending and implementing policies in Ghana and our countries of operation

Alumni: We recognise and celebrate annual cohorts of Ghana's most promising, high performing global Top 30 Under 30 talent. We provide capacity building support for Alumni and connect them through digital platforms, events and projects

**Role profile:**

Role title	PR Officer
Department/Team	PR & Communications Team
Reporting to	PR, Communications & Sponsorship Manager
Tenure	Voluntary basis indefinite (<i>including a 3 months probation period</i>)

Purpose of role: To coordinate all aspects of FOG's planned publicity campaigns, PR activities and events

Main responsibilities:

1. Writing press releases
2. Tracking media coverage and industry trends
3. Answering enquiries from the media and other parties
4. Planning or directing the development of all FOG events in consultation with the PR Manager
5. Establishing and maintaining relationships with consumer, community and public interest groups
6. Assisting in coaching FOG colleagues and representatives in effective communication with the public
7. Studying the organisation's objectives, promotional policies, and needs to build public relations strategies that influence diaspora opinion
8. Responding to requests for information release or press conference from the media or designating a spokesperson or source of information
9. Assisting in the development and management of social media marketing and influencer marketing strategy with the Social Media Coordinator

Skills, experience and qualities needed:

- Quick and enthusiastic learner
- Knowledge of consumer marketing
- Have an interest in Ghana's development
- Experience of handling press conferences
- An ability to work on communication plans
- Ability to think both creatively and strategically
- Excellent written and verbal communication skills
- Ability to work independently and as part of a team
- Creativity in securing coverage and buzz with media outlets
- Deadline-oriented, inquisitive, with great follow-up and reporting skills
- Ability to pitch to build and maintain good relationships with the media
- Understanding of social media and solid experience working with bloggers
- Ability to run PR campaigns that deliver measurable results and meet objectives
- Degree in journalism, PR, marketing or related field (*Desirable*)

**Support offered:**

- 1:1 catch ups
- Advice and guidance
- Regular team conference call meetings

Benefits:

- Access to exclusive events
- Reference letter on request
- Invitation to team social meet-ups
- Exposure to Future of Ghana external networks
- Personal and professional development support

How to apply:

Please send a cover letter and a copy of your CV to info@futureofghana.com explaining why you would like to join the FOG team and what skills and experience you can bring to the role.