



Dear Applicant,

I am delighted you are considering applying for the role of Social Media Coordinator at Future of Ghana.

The Social Media Coordinator is an exciting new role which will help promote us to enhance our online presence and digital footprint.

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



FUTURE OF
GHANA

Role profile:

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

Purpose of role: To create an online presence for Future of Ghana through the use of digital media and visual communication.

Main responsibilities:

1. Monitor social media channels for trends
2. Attending events and producing live social media content
3. Review analytics and create periodic reports on key metrics
4. Developing and executing a results-driven social media strategy
5. Maintain a unified brand voice across FOG's social media channels
6. Assist in the creation and editing of written, video and photo content
7. Interact with users and respond to social media messages, inquiries and comments
8. Develop and curate engaging content & relevant campaigns for FOG social media platforms
9. Assist in the development and management of social media marketing and influencer marketing strategy

Skills, experience and qualities needed:

- Analytical skills
- Good attention to detail
- Strong interpersonal skills
- Administration experience
- Digital marketing experience
- Excellent organisational skills
- Have an interest in Ghana's development
- Good judgment and decision-making skills
- Excellent ability to think and plan strategically
- Skills and experience in creative content writing
- Ability to identify opportunities for improvement
- Experience in maintaining and updating websites
- Excellent written and verbal communication skills
- Ability to work independently and as part of a team
- Experience of managing multiple social media platforms
- Willingness to learn and develop personal skills and qualifications
- A good understanding of digital marketing concepts and best practices

**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.