



SPECIAL OLYMPICS POSITION DESCRIPTION

Position Title: Senior Manager, Communications / Marketing & Media Relations & Partnerships

Location: Africa Region

Department: Special Olympics Africa

Reports to: Vice President, Operations, Africa Region

Date:

Position Summary:

The Senior Manager of Communications / Marketing & Media Relations & Partnerships will work in close liaison with the Vice President Operations, Special Olympics Africa Region to develop and implement the Special Olympics Communications strategy throughout the region and oversee key marketing and communications activities unique to the Africa region. This position will also liaison with the Communications Department at SOI HQ and other global communication partners to promote a positive image of Special Olympics Africa. The position will also support programs in the region with marketing/communications & media relation assistance as needed.

Primary Responsibilities:

- Manage key awareness initiatives for the region
- Handles on-site and media logistics for SO Africa focused activities
- Lead the development of new awareness initiatives for the region and will develop and implement a recommended communications plan with all media, i.e., television, radio, press, newspapers, etc.
- Develop and coordinate press releases, content for website, newsletters, features and other media related materials
- Lead the planning and implementation and be the chief representative for the region on all partnership development for the region and programs
- Lead and coordinate planning for major events on behalf of the region
- Oversee marketing & PR training for the region as well as for program leaders
- Lead the development and help manage proposals for fundraising both for the region and for program support
- Liaison for the region with the Marketing & Communications Department in SOI Headquarters
- Manage communications - related requests from programs: tools and resources, request of SOI leadership, video & brochure requests and coordination of honored guest, celebrities and VIP's



- Support public relations and marketing needs for key national and region sponsors and partners including web needs, graphic design needs, and approvals of sponsor announcements & media evaluation reports
- Work closely with external agencies in the media & broadcast area
- Manage and coordinate media stories from programs and provide PR support for fundraising and marketing campaigns for the region
- Establish and maintain archive library of all SO related digital, video and still photography and films
- Review documents for internal & external use to insure the highest quality
- Manage the development of brochures, newsletters & other communication and marketing tools for the region
- Provide communications support to National Programs attending region and other international competitions where relevant
- Lead the development & creation of an annual report for the Africa Region
- Other duties as assigned

Required Qualifications:

- College degree in communications or experience and proven track record in the field
- 3 years experience in day-to-day communications and writing
- Proven experience in relationship building and management
- Proven ability to develop and implement communications strategies across a broad mix of communication channels
- Outstanding written and verbal communication skills in English with proven experience in writing a variety of assets
- Proven editorial and story pitching and placement success
- Organizational savvy and an ability to work with all levels within an organization
- Ability to balance multiple, changing priorities and tight deadlines under pressure
- Proven experience of awareness success with digital/on-line communications platforms including blogs, Facebook, Twitter and other emerging social media
- Willingness and ability to travel independently
- International experience is essential in communications & media relations
- Experience in the intellectual disability community and/or Special Olympics desired
- Knowledge in sports and/or intellectual disabilities desired

Computer Skills:

- Internet Research skills
- Windows
- Proficiency in the basic use of Microsoft Office which includes:
 - Word & Excel
 - PowerPoint
 - Outlook Email
 - Skills in the use of Adobe Photoshop

Desired Qualifications: