



Job Description

JOB TITLE: External Relations Manager

PURPOSE OF THIS ROLE

The Mandela Rhodes Foundation (MRF) aims to maintain a brand and a communications strategy that accurately captures and conveys its essence, that has a relevant voice and place in society, and that key audiences are aware of across the continent. We also seek to provide ongoing engagement with our alumni and provide opportunities for them and continue building a sense of community and impact beyond their years in residence.

The External Relations Manager's (ERM) role is to deliver on the Foundation's communications and alumni relations objectives. This role oversees the External Relations Officer (ERO) and reports to the External Relations Director (ERD) who is accountable for developing and overseeing the implementation of the communications and alumni relations strategy, adjusting it each year to ensure alignment with the organisation's strategic goals as set by the CEO, and available capacity.

The ERM is accountable for ensuring the MRF brand remains contextually relevant and that its means of communication serve the purposes of relating to our own community effectively, enhancing the reputation and the impact of the MRF in broader society through thought leadership, and attracting top quality candidates for the Scholarship.

ORGANISATIONAL CONTEXT

The Mandela Rhodes Foundation is one of Nelson Mandela's three official legacy organisations, founded in 2003 in partnership with the Rhodes Trust. Our 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 our 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 Nelson Mandela's belief that leadership begins with inner transformation, and our founding principles of reconciliation, education, entrepreneurship, and leadership. Over the past 22 years the MRF has awarded 730+ Mandela Rhodes Scholarships to young leaders from 37 African countries.

KEY STAKEHOLDERS:

- MRF staff
- Communications suppliers (design, videography, photography, etc)
- Scholars and alumni
- Members of the media
- Relevant stakeholders/ partners that can advance thought leadership efforts

OUTPUTS:

A: PAN AFRICAN OUTREACH (PAO)

Pan African Outreach incorporates all our efforts to market the Mandela Rhodes Scholarship and attract top candidates, particularly to nationals from African countries (no-intake countries) where we have yet to award Scholarships. Our goal is to reach all 55 African countries, and is a core part of our 5-10-year strategy.

1. Support the ERD with the Pan-African Pan African Outreach strategy by managing the implementation of the communications and marketing aspects of the plan:
 - Assist ERD in researching appropriate leads for PAO at South African universities and in no-intake countries.
 - Assist ERD in developing and maintaining relationships with key SA university stakeholders.
 - Produce all social media, web and email content, managing external designers and communications/marketing and media freelancers where necessary.
 - Manage the paid aspects of social media campaigns in consultation with the accounts team and keep records thereof.
 - Own and manage the email list of prospective applicants for email campaigns: update annually and drive subscriptions regularly.
 - Manage the influencer marketing of the Scholarship by liaising with alumni and external influencers when required.
2. Seek advantageous relationships that can advance the PAO and work with the ERD in establishing and maintaining these relationships.

B: GENERAL COMMUNICATIONS AND BRAND BUILDING

1. Support the ERD with the implementation of the MRF's communications strategy by:
 - Ensuring that the social media strategy for each channel is relevant, compelling, up to date and aligned with best practices to ensure efficient use of resources.
 - Planning the monthly content calendar and creating / sourcing
 - a. Web and social media coverage of the workshops and keyevents
 - b. Profiles of Scholars in residence and alumni
 - c. Video and written reflections from Scholars
 - d. Briefing external photographer and/or videographer to cover high-level events and archiving the outputs on the server
2. Support the CEO's office with social media requests (e.g. marketing alumni events, opportunities, calls for involvement, covering CEO's engagements)
3. Manage the MRF's website, working with external supplier, to keep it updated, and review and improve it periodically, with the support of the ERO.
4. With the support and oversight of the ERD, manage the production of the annual yearbook, co-ordinating the internal team and external suppliers
5. Supply copy for press releases, drafts of marketing presentations and speeches, and reports to partners to the ERD

6. Build the MRF's presence in society by maintaining relationships with key members of the media – keeping a media contact list up to date, inviting media to events, following up, pursuing coverage opportunities
7. Liaise with PR company when needed to strategise on how to get coverage, to secure distribution to Africa-wide media, and to help manage any crises, with oversight and approval of the ERD.

C: MANAGE ALUMNI RELATIONS AND ENGAGEMENT

1. Support ERD by co-developing, coordinating and managing the implementation of the alumni relations strategy.
2. Continuously source MRF alumni's achievements and successes to amplify.
3. Liaise with and provide support, input, and where necessary leadership to the Alumni Committee, towards establishing regional structures for alumni relations
 - a. Record-keeping of alumni giving back
4. Initiate and market alumni social events: regional alumni gatherings, ad-hoc virtual social touchpoints for alumni not in regional hubs, and alumni reunions for significant class milestones (e.g. 5, 10, 20 years)
5. Own the alumni relations dashboard. Request info from ERO and use the dashboard to generate reports and insights to inform strategy.
6. Oversee the development of monthly alumni newsletters with ERO.

D: DRIVE DELIVERY OF CORE ALUMNI DEVELOPMENT OFFERINGS

1. Co-ordinate the internal team and manage external suppliers to organise and market the regional alumni gatherings and events, with the support from ERO and oversight from the ERD, and the help of the operations team:
 - Work with and support the ERD to conceptualise themes, research speakers, and draft programmes, when events are driven internally.
 - Work with and support ERD to build budgets and plans, when events are driven internally.
2. Conceptualise and manage delivery of the Shaun Johnson Memorial Scholarships (SJMS), an exclusive opportunity to MRF alumni for PhD study in the UK. This will include:
 - In collaboration with ERO, review past applicants and winners for communications and reporting purposes
 - Develop communications stream in conjunction with support from ERO.
 - Own and update the timeline annually - oversee relevant officers and team members to ensure implementation of timeline.
 - Recruit reviewers and interview panellists.
3. Conceptualise and manage delivery of the Äänit Prize, a funding vehicle for social impact initiatives for Mandela Rhodes and Rhodes Scholarship alumni. This will include:

- With support from ERO develop an analysis of applicants, their impact areas and cohorts for reporting purposes.
- Support the ERD with strategic review of selection criteria and process, providing insights and recommendations.
- Develop communications stream in conjunction with the ERD and support from ERO.
- Own and update the timeline annually.
- With support from ERO update and maintain templates for all rounds.
- Recruit reviewers and interview panellists and provide guideline packs.
- Work with Operations to maintain and update the application and email templates on the Embark system, ensuring platform readiness.
- Manage any queries that arise.

E: THOUGHT LEADERSHIP

8. Support the ERD with the implementation of the refreshed thought leadership strategy. This is likely to include:
 - Liaising with alumni to commission thought leadership content
 - Capitalising on panel discussions, guest speakers, and any opportunities to generate thought leadership content for the MRF's channels (written and video)
 - Organising events / webinars to advance MRF thought leadership and build the brand;
 - Managing the podcast production pipeline with external suppliers, with oversight from the ERD. This includes sourcing interviewees, drafting scripts, managing the production, implementation and promotional timelines.

F: RESEARCH AND PROJECTS

Support the MRF with the implementation of identified projects that are key to advancing the work of the foundation, as and when required.

COMPETENCIES:

Knowledge and experience:

1. Undergraduate degree required (the fields of journalism, media, marketing and communications, and design are preferable, but other disciplinary backgrounds will be considered), Honours degree an advantage but not a requirement.
2. Experience: 5 – 7 years of experience in social media management / digital marketing / content creation (photography, videography, and writing).
3. The candidate will need to be willing to relocate to Cape Town, and travel on occasion for work.
4. Non-South Africans in possession of the relevant working documents are encouraged to apply.
5. Experience of living or working in other African countries is advantageous.

6. Administrative skills: A large component of this role is managing the timelines for the outputs listed above, which is central to the success of the department.
7. Meticulous attention to detail and planning capability. While the role is creative in nature, there is also a **highly administrative component** that is key to the success of the department.
8. Creative skills: this role includes content creation and the candidate must be able to cover the basics (shooting photographs, creating simple designs for invitations or quote cards, shooting mobile video for social), and then brief and manage external suppliers (photography, videography, design) when professional-level creative work is required
9. Confident using social media and digital publishing tools (Tweetdeck, Canva or similar, Meta publishing tools and paid interfaces across all social media platforms)

Behavioural and functional competencies:

10. **Written communication:** Use of crisp, well thought and appropriate language; use of key words and/or commonly used words within the audience community; ideas expressed in a manner that is not open to interpretation and clarifies the course of action; reports are structured in a way that it clearly brings out the key actionables or key information that needs to be acted on.
11. **Professional integrity and maturity:** Display mature, ethical behaviour with high self-discipline and commitment to work; maintain cordial and professional relationships with all at work; engage with people where necessary on professional grounds and with an open mind; take accountability for actions and command respect through demonstrated honesty and transparency.
12. **Time management:** Effectively understand and set priorities; sense of urgency, meet deadline and time commitments for deliverables by ensuring appropriate delegation or interactions where necessary; punctuality and agility in response to information sought by others; understand and act responsibly in meetings to ensure quick actionables in the minimum time available for discussions, and ensure follow through.
13. **Planning and organising:** Identify the critical tasks/ activities that need to be done; analyse complex tasks to break them into logical and manageable units of work; create the project plans and identify the resource requirements to work on the units of work; set priorities clearly in task execution; set the progress and tracking check points.
14. **Lateral thinking and creativity:** Generate new ideas, solution oriented and take initiatives to come up with better and practical ways of enhancing organisational efficiencies at all levels; challenge the existing assumptions and status quo to come up with a better solution or desired action.
15. **Teamwork and interpersonal:** Work with team members to achieve collective goals; seek collaboration and understand the viewpoints and perceptions of others in the group; be sensitive to team dynamics and

build trust and confidence in others; help team members when required; use appropriate language and tactics in social situations and ensuring team success.

16. **Flexibility and adaptability:** Be open to varying and demanding work situations; adapt to the change quickly and start showing results even in an dynamic situation; be flexible to perform multiple roles if necessary or when called upon to do so; put the organisational goals before individual constraints when necessary.