

Job Advert: Outreach and Knowledge Manager

1. SUMMARY OF JOB POSITION

Job Title	Outreach and Knowledge Manager
Location of assignment	Lusaka and some travel within Zambia (in line with Prospero COVID-19 policy)
Department	Outreach and Knowledge Management
Reports to	Chief Operating Officer (COO)
Anticipated start date	April 4 th 2022
Duration of contract	2 Years

2. ABOUT PROSPERO ZAMBIA

Prospero is a UKaid funded private sector development entity designed to incentivize investment in innovation that will change the way that market systems work and create new growth opportunities for MSMEs. We focus on the following high-growth potential sectors:

- **Food and Agriculture:** Increasing competitiveness and value of Zambian food products in end consumer markets.
- **Mining and Mining Services:** Increasing the sustainable and inclusive economic impact of mining in Zambia.
- **Tourism and Hospitality:** Increasing the value and proportion of tourist revenues captured by local businesses.
- **Investment Services:** Increasing access to sources of impact investment finance for growth-oriented businesses
- **Business Services:** Increasing access to business services that support growth-oriented businesses.

We partner with leading private sector players, government agencies and business associations to design synergistic initiatives that support strong business model development, promote transformative financial services, attract quality investors and foster enabling business and investment environments. We work at the intersection of market system development and the impact investment ecosystem, recognizing that enterprise growth at scale requires access to substantial and sustainable sources of commercial finance.

3. SPECIFIC CONTEXT OF THE ROLE

The specific context for this role is:

The Outreach and Knowledge Manager plays a pivotal role in driving Prospero's internal and external communication strategies. The Manager oversees all internal and external communication ensuring that messaging is consistent and engaging in line with the overall Prospero strategy. The Outreach and Knowledge Manager is a key member of the Prospero management team, providing specialist input and support to the CEO and the Strategic Management Team.

4. SCOPE OF WORK

Major functions:

The major functions of the Outreach and Knowledge manager are as follows:

- Develop and implement an integrated, strategic communications plan to advance brand identity, broaden awareness of Prospero and increase visibility across key stakeholder audiences
- Sustain and coordinate collaboration with the M&E team to design knowledge-generating tools, glean learnings, adapt activities, and distil and synthesize data into success stories, case studies, awareness creating campaigns and other various knowledge pieces.
- In conjunction with sector leads, drive targeted outreach efforts to ensure a continuous pipeline for potential and relevant intervention partners
- Develop and maintain functional internal knowledge management systems and processes to accelerate information sharing within and outside the organisation
- Lead the development and production of quarterly and annual reports to the Prospero board and donors
- Create style guides and brand voice outlines for all public relations, marketing, advertising, and other sector team
- Draft external and internal communication in form of letters, internal memos, and other forms of correspondence

Specific Duties:

The specific functions of the Outreach and Knowledge Manager are as follows:

Communication:

- Execute the Prospero outreach and knowledge management plan and adapting it based on lessons learned.
- Oversee the development and implementation of Prospero social networking strategies such as content development and community management.
- Develop and implement PR strategies including media outreach, issuing press releases, creating and maintaining media contact lists; serve as the primary media contact.
- Develop, maintain, and ensure proper and consistent use of organization brand identity guidelines and tools ensuring integrity of Prospero brand and external corporate image.
- Manage communications-related consultants, when needed, to help implement the communications strategy in the areas of web design, media outreach, photography, videography, and publication design and layout.
- Curate and maintain digital media library of intervention partners (photos/videos and where necessary commission professional services.
- Design, and maintain the Prospero website.

Outreach:

- Create informative press releases, press kits, newsletters, and related marketing materials.
- Design tailored outreach events/strategies based on program models and sector objectives.
- Conduct general market research and or mapping to inform outreach activities. Engage sector leads, technical advisors, and external consultants.
- Plans, organise and manage outreach events and activities (outsource where needed).
- Develop internal event management standard operating procedures (SoPs).

Government Relations:

- Function as a contact point for all external high-level communication including those with government ministries and departments.
- Draft internal government engagement policies and strategy.
- Monitor legislation and policy activities, updates and advise Prospero management and sector teams about relevant policy proposals and actions.
- Keep and manage a list of government ministries and departments/stakeholders.
- Facilitate meetings and cooperation among sector teams with government ministries and departments/stakeholders.
- Develop a wide range of materials in support of Prospero's government relations agenda, such as legislative summaries, factsheets, testimony, reports, and letters.
- Plan and implement events and other activities to support Prospero's government relations goals, such as Public Private Dialogues (PPDs), news conferences, visits to government ministries and meetings.

Knowledge Management:

- Work with the M&E Manager to implement effective learning activities and knowledge sharing events including internal quarterly reviews, partner workshops and peer learning sessions.
- Identify and curate technical program content to ensure that accurate information is being communicated.
- Document and share learnings to ensure that lessons learned, and best practices for events, and other knowledge management activities are clear and documented.
- Identify and share creative, efficient, and effective ways to engage all internal staff to contribute at monthly update meetings.

Reporting:

- Review background materials, including but not limited to, Prospero brand guidelines, previous quarterly and annual results reports, and other published research products (as necessary)

- Collaborate gathered information through one-on-one discussions with sector and back-office teams
- Draft and edit reports to ensure accuracy and clarity.
- Design graphics and include photos and maps to enhance and support reporting narrative.
- Coordinate editorial version of the Annual Report for external publication.
- Consolidate other input into report annexes, to include financial information, partnerships, and media monitoring, among others.
- Prepare quarterly and annual results report, and ensuring accuracy, clarity, and coherence.
- Support preparation of any other reporting related documents needed by the donor(s).

People Management:

- Directly supervise the staff under his or her section with the following Key areas of responsibility:
- Participate in the recruitment of staff especially in the sector
- Lead staff training initiatives and manage staff inductions in the sector
- Advise and act where necessary on any staff performance challenges, including disciplinary actions in the sector
- Oversee the process of staff performance management, including scheduling appraisals and objective setting/measurement for staff in the sector

Specific Factors:

Decision Making

The job decides on the following:

- Knowledge management activities
- Outreach activities
- FCDO and Board Communications support
- Quarterly and Annual reports

Additional responsibilities as required in support of Prospero's work:

- Cover for colleagues who are on leave or absent
- Duty to report any suspicion of fraud or unethical activity
- Any other tasks as requested by the manager/supervisor

5. REQUIRED/DESIRABLE EXPERIENCE

Qualifications and experience:

- Advanced university degree in Communications, Journalism, Creative Writing, Public Relations, or a related field
- At least 5 years of relevant professional experience

- Excellent report writing skills, with demonstrated ability to organise materials, research and re-write/ de-jargonize content
- Experience in producing corporate products
- Previous experience in copy-editing will be an added advantage

Job Competencies:

- Strong research and excellent writing skills in English
- Advanced proficiency in Microsoft Office, namely Word, Excel, and PowerPoint
- Proficiency in Adobe Photoshop, Adobe Illustrator, or other related graphics software is an added advantage.
- Excellent organizational skills
- Strong interpersonal skills, able to communicate and work with diverse people
- High degree of integrity, maturity and good judgement
- Demonstrated ability to work with poise under tight timelines
- Flexible
- Skilled at working in teams and independently
- Attention to detail
- Efficiency
- Time cautious
- Business oriented
- Creative
- Emotional intelligence

6. APPLICATION GUIDELINES

We invite all interested candidates to submit the following documents:

- Curriculum Vitae (CV)
- Letter of Motivation outlining how your experience, skills, and professional networks fit with the required job description. Please clearly state your expected remuneration.

Please submit your application to recruitment@prospero.co.zm by March 14, 2022. Clearly state, **Outreach and Knowledge Manager** in the subject line.

Please note that only shortlisted candidates will be contacted.