



Consultant - Outreach and Knowledge Management Officer

Job Title	Outreach and Knowledge Management Officer (Consultant)
Department	Outreach and Knowledge Management
Location	Lusaka
Reports to	Outreach and Knowledge Management Manager
Duration	Three (3) months

1. ABOUT PROSPERO

Prospero Limited supports private sector development and facilitates impact investment, transitioning growth-stage businesses across Zambia into viable recipients for impact capital. We focus on companies that will have an impact on the development of Zambia.

Our Key Services Include:

- Strengthening innovative, inclusive, and environmentally sustainable business models (e.g., designing and developing climate-smart solutions with agribusinesses and renewable energy solutions for rural entrepreneurship hubs in remote locations)
- Enterprise-led market development in key sectors of the Zambian economy (e.g., facilitating development and coordination of market-led value chains)
- Identifying and building capacity of high-growth potential businesses
- Developing innovative and impactful financing mechanisms
- Investment facilitation services (e.g., SME investment readiness preparation and investor linkages)

2. SCOPE OF WORK

The Outreach and Knowledge Management Officer (Consultant) will focus on coordinating communication efforts for Prospero and work with key internal staff to help effectively communicate results and achievements to target audiences and stakeholders.

He or she will support the work with and support the Outreach and Knowledge Management Manager in ensuring that all Prospero communication documents, tools and media serve the needs of the organisation, while enhancing the narrative of why and how Prospero add value to private sector development in Zambia.

Internal Contacts:

- All departments

**External Contacts:**

- Donors
- Services providers
- Intervention Partners
- Government

Major function/Activity/Principal Accountabilities:

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

- Facilitate the production of quality video, print, web-based, photographic, and print materials for effective stakeholder, donor and public engagement.
- Contribute towards the production of visibility materials including the newsletter, brochures, banners and corporate wear and ensure conformity to the organization's branding standards.
- Strategic and effective outreach and marketing to source for new clients and donors.
- External reporting to donors and other partners

Specific Duties:

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

Communication

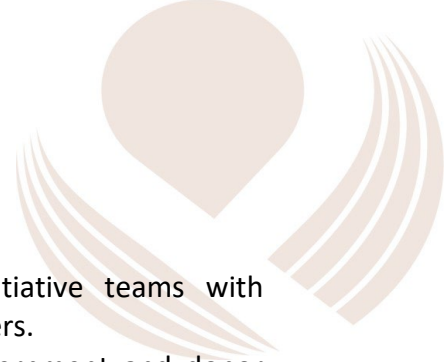
- Supports the development and executes the Prospero outreach and knowledge management plan adapting it based on lessons learned.
- Oversee the development and implementation of Prospero social networking strategies such as content development and community management.
- Assist with developing and implementing PR strategies including media outreach, issuing press releases, fielding media inquiries and creating and maintaining media contact lists; Serve as the primary media contact.
- Contribute to developing, maintaining and ensuring 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.
- Maintains Prospero's website and online presence
- May be called upon to support SMEs in Prospero's portfolio that need communication Support

Outreach

- Support the Pipeline Enabling team to organise roadshows and information sessions to promote Prospero's work and attract potential SMEs to benefit from growth capital opportunities and technical assistance.
- Organise and host events that will encourage key stakeholder engagements to drive meaningful conversations on policy, investments, and business growth.
- Design tailored outreach events/strategies based on program models and initiative objectives.
- Conduct general market research and or mapping to inform outreach activities.
- Engage initiative leads, managers and external consultants.
- Contribute to drafting internal government engagement policies and strategies.
- Support exiting outreach activities such events and meetings to reach and identify potential SMEs, donors, investors and other partners
- Plan, organise and manage outreach events (outsource where needed).
- Develop internal event management SOPs.
- Support and organise media opportunities such as radio, television and print media for Prospero staff
- Contribute towards articles, thought pieces and case studies
- Manage Prospero social media pages as means to provide information about Prospero and reach new and existing partners
- Create informative and interesting press releases, press kits, newsletters, and related marketing materials.
- Draft internal government engagement policy and strategy

Knowledge management

- Support the initiative teams in developing surveys to get feedback on their services to enable the teams to improve their services.
- Co-ordinate all external high-level communication including those with government ministries and departments, donors/other stakeholders in collaboration with the respective leads.
- Monitor Legislation and policy activities, updates, and advise Prospero Management and Initiative teams about relevant policy proposals and actions.
- 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 the right knowledge is getting to the right people at the right time (and in the right way)
- Document and share learning – ensure requirements, 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.



- Facilitate and support meetings and cooperation among initiative teams with government ministries and departments, donors/other stakeholders.
- Develop a wide range of materials in support of Prospero government and donor relations agenda, such as talking points, legislative summaries, factsheets, testimony, reports, and letter.

Specific Factors:

Decision Making

The job decides on the following:

- Outreach and knowledge management activities
- Donor and Board Communications support
- Quarterly and Annual reports

Job Competences

- Interpersonal skills, planning and organising
- Good communication skills (both oral and written)
- High degree of integrity and maturity
- A person of high integrity and good judgment.
- Demonstrated ability to work with poise under tight timeframes.
- Flexible
- Skilled at working in teams and independently.
- Conversant with regulations
- Attention to detail
- Efficiency
- Time cautious
- Business oriented
- Creativity
- Teamwork
- Emotional intelligence
- Able to work under pressure
- Work under minimum supervision

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

- Cover for colleagues in the job holder's department who are on leave or absent.
- Duty to report any suspicion of fraud or unethical activity.

- Any other tasks as requested by management.

3. REQUIRED/DESIRABLE EXPERIENCE

Education and Experience

- Degree in communication, journalism or public relations or related field.
- Minimum of 3 years of relevant administration work experience with private sector or donor funded projects.
- Member of the Zambia Institute of Public Relations and Communications.

4. 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 **December 26, 2024**, clearly stating the job title (**Outreach and Knowledge Management Officer**) in the subject line.

Prospero limited is committed to the prevention of harm, abuse and sexual exploitation. Employment with Prospero limited is conditional upon successful reference and background checks. Prospero Limited is an equal opportunity employer. All interested and qualified internal candidates are encouraged to apply.

Please note that only shortlisted candidates will be contacted