



AIMS

African Institute for
Mathematical Sciences
RESEARCH & INNOVATION

JOB DESCRIPTION

Job Title: Communications Manager, Mastercard Foundation Scholars Program at AIMS

AIMS Centre: AIMS Research and Innovation Centre, Kigali – Rwanda

Report to: Director Programs Delivery and Reporting

Direct reports: Two

About AIMS

The African Institute for Mathematical Sciences (AIMS) is a pan-African network of Centres of Excellence for post-graduate training, research, and public engagement in mathematical sciences. The network comprises six AIMS Centres in five countries (Cameroon, Ghana, Rwanda, Senegal, and South Africa). One of these is the AIMS Research and Innovation Centre (AIMS RIC), a research-oriented Centre facilitating high-quality research by creating a world-class environment that fosters creativity and innovation.

If you are passionate about impactful communication and shaping the narrative of young Africans in STEM education and development in Africa, this position offers a unique opportunity to lead and manage the communication efforts for the Mastercard Foundation Scholars Program at AIMS.

Job area

Internal and external communications, Alumni engagement, science communications, communications for development, events management, liaison, industry relations, inclusion, and STEM education.

Job Overview

The Communications Manager will oversee the creation and implementation of an effective communication strategy for the Mastercard Foundation Scholars Program at AIMS. This position requires coordinating communications across various platforms, crafting impactful messages, managing stakeholder involvement, and increasing program visibility. The manager will collaborate closely with the program's team across the AIMS Network to promote its activities, accomplishments, and strategic initiatives to internal and external stakeholders. Additionally, the role will involve engaging with alumni, supporting program outreach efforts, and handling media relations.

Key Responsibilities

The responsibilities of the Communications Manager include:

- **Communications Strategy:** Develop and implement a comprehensive communication strategy for the program to promote its goals, the achievements of the Mastercard Foundation Scholars and Alumni, and institutional impact. Align the communication strategy with AIMS' overall communications framework and the program's objectives.
- **Content:** Create, curate, and manage impactful content for various platforms, including newsletters, press releases, social media, blogs, and websites. Oversee the production of promotional materials such as brochures, reports, videos, and digital assets to enhance the program's visibility while ensuring adherence to AIMS and partners' branding guidelines. Develop key messages and ensure a consistent brand voice and messaging across all platforms.
- **Media and Public Relations:** Manage media relations, including writing press releases, organizing press conferences, and maintaining relationships with journalists and media outlets. Serve as the main point of contact for all media inquiries related to the Scholars Program.

- **Stakeholder Engagement:** Collaborate with internal and external stakeholders to communicate program activities, events, and successes. Support engagement with program partners, donors, scholars, alumni, and other stakeholders through strategic communications. Represent the program at relevant events and in interactions with external partners.
- **Events:** Work with other team members to provide communication support for program events, such as graduations, conferences, workshops, and alumni events. Coordinate the creation of communication materials for these events, including event promotions, coverage, and follow-up.
- **Digital and Social Media:** Lead the program's digital communication efforts, including maintaining and growing a strong online presence through social media, the AIMS website, and digital newsletters. Monitor social media and website analytics to optimize content and engagement.
- **Recruitment Drives:** Support the recruitment of underrepresented communities in STEM by utilizing targeted messaging and outreach.
- **Internal Communications:** Ensure that communication within the Mastercard Foundation Scholars Program team and across the AIMS network is effective and timely. Provide communication support to various departments involved in the Scholars Program.
- **Monitoring and Evaluation:** Track and report on the effectiveness of communication strategies and activities. Provide regular communication reports to program leadership and partners, detailing reach, engagement, and impact.
- Providing support to other AIMS departments as required from time to time.

Competencies and other requirements

- Bachelor's or master's degree in communications, communications for development, journalism, public relations, or a related field.
- Minimum of 5-7 years of experience in communications, preferably in an educational or non-profit organization.
- Proven ability to oversee multi-channel communication strategies.
- Excellent written and verbal communication skills.
- Strong organizational and project management skills, with meticulous attention to detail.
- Ability to thrive in a fast-paced environment and handle multiple priorities.
- Familiarity with social media platforms, content management systems, and analytics tools.
- Experience in media relations and stakeholder communication management.
- Fluency in French is a plus.

Working Conditions

- This position will be at the AIMS Research and Innovation Centre in Rwanda
- Occasional evening and weekend work may be required to support program events and activities.
- Travel may be required for regional or national program events.

NB:

1. AIMS is an equal opportunity employer. Women are strongly encouraged to apply for this role.
2. This job description is a general outline and may not include all tasks and responsibilities. The Communications Manager may be given additional duties as the line manager requires.