



BUILDING TOMORROW

# MEDIA & COMMUNICATIONS SPECIALIST

## Kampala, Uganda

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### POSITION OVERVIEW

Building Tomorrow, an international social-profit organization galvanizing communities to support thriving schools in underserved areas in Uganda, is seeking an experienced, creative, values-driven Media & Communications Specialist (MCS).

As MCS, you will lead media strategy and create content for social media, donor reports, training materials, and other related outputs. You will also coach local Building Tomorrow staff and community-based education change agents to create high-quality content and better tell their own stories.

The content you create and manage will target audiences in the international donor community, leaders in Uganda, and people in the communities where we work. It will reflect Building Tomorrow's human-centered values, and elevate the dignity, talent, and diversity of the people whose stories you tell.

### THE ORGANIZATION

Started in 2006, Building Tomorrow improves access to child-friendly, community-supported schools by providing an inclusive, transformative education for underserved children. Through our Thriving Schools program, we deploy Building Tomorrow Fellows, the change agents who recruit and train Community Education Volunteers, together bringing out-of-school children into the classroom while working with school leadership to ensure access to an inclusive, transformative school environment. We also work hand-in-hand with local communities, the Ministry of Finance, and the Ministry of Education to construct new primary schools where no formal primary school exists. With a full-time staff of 105, Building Tomorrow reaches over 101,000 students each day. Building Tomorrow has received funding and recognition for its innovative work from the Clinton Global Initiative, Educate a Child, Echoing Green, the Segal Family Foundation, and Forbes Magazine. More information can be found online at: [www.buildingtomorrow.org](http://www.buildingtomorrow.org).

### KEY RESPONSIBILITIES OF THIS POSITION INCLUDE

- Serving as the chief storyteller, developing and publishing media content to increase the public's awareness of Building Tomorrow, to drive engagement, fundraising, and sector influence.
- Leading media strategy development by identifying trends and best practices among similar organizations, opportunities for increased visibility, and establishing data-driven engagement targets.
- Shadowing in-country staff in the field, interviewing students, teachers, employees, Fellows, parents and community leaders, and sharing their stories.
- Capturing high-quality pictures and video that demonstrates Building Tomorrow's impact, and content that can be used to train staff, teachers, or other partners.
- Writing blogs, press releases, and informational and human-interest publications, for use in Building Tomorrow's marketing and donor communications.
- Collecting, vetting, and refining stories, photos, and video from the field for use in donor reports.
- Coaching Building Tomorrow staff and Fellows to improve the quality and efficacy of their own storytelling.

### MUST HAVES...

- Experience in a communications/media-focused role, ideally for an international organization.

- A bachelor's degree from an accredited institution.
- In-depth understanding of social media platforms (Twitter, Facebook, Instagram).
- A high level of competence in at least one video/photo editing program (e.g. Adobe Photoshop, Lightroom, Premiere) with a capacity to quickly learn more.
- Excellent communication skills – strong writer and skilled storyteller with professional-level oral and written fluency in English.
- Experience in intercultural work environments; international work or volunteer experience preferred.
- Ability to live and work in Uganda, traveling regularly and independently to remote areas with minimal infrastructure.
- A learner's heart – curious, studious, growth-oriented, and excited to share what you learn.

### POSITION DETAILS

- Initial term of employment is a one-year contract, with options to extend.
- Compensation is commensurate with experience. Job-related travel, modest housing costs, and in-country medical insurance included.
- This position will be based in Kampala, Uganda with regular travel in-country.
- Start date: May 1st, 2020 (negotiable).
- The position reports to the Building Tomorrow Uganda Country Director.

### WE WANT YOU TO APPLY IF...

- You have an **unshakeable passion** for education equality, believing access to an inclusive, transformative education is a basic human right.
- You possess **creative ingenuity**, being progressive in your thinking and approaching challenges old and new. You are intrapreneurial and unafraid to pilot new ideas.
- You are **relentlessly determined**. You refuse to accept the status quo and persistently strive to create new opportunities to reach more children, allowing them to reach their maximum potential.
- You believe in **collaborative engagement**. You believe more can be achieved together than alone, believe in the power of cultivating relationships and see everyone as an equal partner.

### TO APPLY

Submit a resume, statement of interest (one page maximum), and a portfolio of your best 3-4 pieces of media content (videos, blog posts, photographs, etc.) to [careers@buildingtomorrow.org](mailto:careers@buildingtomorrow.org).

If someone referred you to this position, please reference them in your statement of interest. Only short-listed applicants will be contacted.

Building Tomorrow is an Equal Employment Opportunity employer.