



## TERMS OF REFERENCE

### For the recruitment of a Community Manager

#### I. Context

Impact Santé Afrique (ISA) is an African NGO based in Cameroon whose main objective is to contribute to malaria elimination and the improvement of community health. (For more information, visit [www.impactssante.org](http://www.impactssante.org))

As part of its activities, ISA is looking for a Community Manager who will be responsible for implementing the digital communication strategy in collaboration with the Communications Officer.

#### II. Responsibilities

- Implementing digital communication campaigns and strategies;
- Increase and expand the organization's visibility on social media, including Facebook, LinkedIn, Twitter, YouTube and Instagram;
- Produce high-impact content that reflects the organization's communication priorities and key messages, including innovative formats such as graphics, videos, etc.;
- Manage the editorial calendar;
- Moderate comments, shares and posts on social pages;
- Produce content for social media from field activities, including photos and short videos that showcase Impact Santé Afrique's operational work and advocacy for malaria elimination;
- Effectively engage the organization's online community and support communication and advocacy campaigns;
- Collect and analyze data on the organization's online activity to assess reach, visits, views, engagement and other relevant performance indicators, with the aim of promoting efficient use of resources;
- Use this information to produce comprehensive reports and improve future communications strategies and campaigns.

- Carry out information intelligence, which involves monitoring the activity of the organization's partners and researching trends in communication and advocacy for our target audiences.

### III. Required Qualifications

- Higher degree in Digital Marketing, Communication or any other related field.
- At least 3 years' experience in Community Management.
- Passion for Web and social media.
- Excellent writing skills.
- Proficiency in Creator Studio, Facebook Ads, Canva, etc.
- Creative and innovative spirit.
- An interest for the health sector would be a competitive advantage.

### IV. Documents to provide

The application must include:

- A letter of motivation addressed to the Executive Director of ISA
- A CV detailing relevant experience;
- A link to your publications and recently managed pages.

### V. Application

The application must be sent to the following address:

[jobsimpactsante@gmail.com](mailto:jobsimpactsante@gmail.com)

The final submission deadline is August 20<sup>th</sup>, 2022 at 15:00 GMT. Applications received after this date will not be considered.