JOB DESCRIPTION

JOB TITLE

HEAD OF COMMUNICATIONS, MARKETING & EVENTS

SITUATION IN ORGANISATION

Position reports to the Managing Director

JOB DIMENSIONS - OBJECTIVES

The Head of Communications, Marketing & Events develops, implements, and executes strategic marketing plans elevating the Chamber's brand. (S)he works collaboratively across all units of the Chamber delivering the organization's marketing and mass communications collateral in a consistent message supporting the mission and promotion of the Chamber. The Head of Communications oversees the implementation of the communications and marketing strategy defined with the Managing Director and organizes the CCIFG events (logistics aspects). (S)he is in charge of increasing the visibility of CCIFG activities and its members through digital marketing strategies, media engagement and public relations.

ACTIVITIES

UNDER THE SUPERVISION OF MANAGING DIRECTOR

COMMUNICATIONS & MARKETING

Strategy Development:

- Develop and execute CCIFG's comprehensive marketing and communication strategy that align with the chamber's goals and objectives.
- Assist the Managing Director in establishing the annual Communications and Marketing and Events budget and allocate resources effectively.
- Collaborate with the Membership Development Coordinator to maintain and grow the Chamber's membership base through targeted marketing campaigns and retention strategies.

Management of CCIFG website and social media:

- Manage the organization's digital presence, including the website, social media platforms, email marketing, and online advertising.
- Create visually compelling and informative content for various marketing platforms, including social media, presentations, email campaigns, newsletters, and the Chamber's website.
- Oversee publication timelines for monthly upload of content on the CCIFG website and social media channels.
- Monitor and analyze marketing metrics to assess the effectiveness of campaigns and make data-driven recommendations.
- Share vital CCIFG information with partners such as the Embassy of France, CCIFI, Business France and/or others.
- Manages the monthly advertising placement/planning of member advertisements in the CCIFG newsletter and CCIFG social media platforms.

Media and Public Relations:

- Build and maintain relationships with local media outlets, ensuring positive coverage of Chamber events and initiatives.
- Proactively seek opportunities to build positive brand awareness (may include recommending speaking engagements, award submissions, news opportunities, and event partnerships).
- Pitch news stories, organize press briefings, create press materials, and prepare spokespeople for media interviews and speaking engagements.

Editorial Aspects:

- Manage the drafting, editing, layout and final publication of the various CCIFG newsletters (members, Carte Privilege)
- Prepare and send all messages/information to be sent to CCIFG members or to CCIFG mailing list
- Support external communications needs such as award write-ups, speaker scripts, etc for the Managing Director and Board Chairman as and when needed.
- Prepare content (concept notes, preparation notes for speakers and moderators etc) for in-person events such as conferences, forums and roundtables (programme outlines and areas of discussion for panels etc)

Design – communication tools:

- Ensure the graphic design, layout and all technical aspects of CCIFG's digital platforms and communications channels (social media, website, invitations, posters, flyers, newsletters)
- Create and edit artworks depending on CCIFG needs (invitations, posters, flyers….) and according to what other services need
- Create and design key Chamber publications, including the Carte Privilege newsletter, Membership Directory, and ad hoc project reports as needed.

Contact lists:

- Create a list of communication and public relations officers of internal and external stakeholders and partners (CCIFG members, Embassy of France, CCIFI, Business France, media outlets etc.)
- Update Quick Pick and Newsletter lists in accordance with other services
- Manage third party partnership lists and agreements of the Carte Privilege Programme (hotels, restaurants, spas, retail, supermarkets and leisure centres etc).

EVENTS

- Supports the planning and execution of all CCIFG events, including logistics, production, and vendor management
- Cultivates positive long-term relationships and strategic partnerships with event stakeholders
- Develop relationships with event and catering vendors to secure competitive pricing and seamlessly executed events.
- Supports event marketing and communications, including sponsor engagement and financial management
- Ensures events are delivered on time, within budget, and at the desired level of quality
- Works closely with staff, volunteers, sponsors, and external partners

- Manage external vendor list and pricing that may include but are not limited to media, social marketing, creative, graphic design, videography, and public relations third party vendors.

BUDGET

- Manage marketing budget effectively in line with approved plan and within set provision / guidelines

Willingly undertakes any other assignment or duties as may be assigned from time to time.

REQUIRED QUALIFICATIONS / EXPERIENCE

- Ghanaian national (or French nationals with Ghanaian residence permit)
- Fluent in French and English (written and spoken)
- Minimum Bachelors Degree in Communications, Marketing, or Digital Marketing or related field in social sciences
- Computer Skills: Pack office, Photo Shop, Canva, Mailchimp, WordPress etc is an advantage
- Knowledge of Franco-Ghanaian business and international environment is an asset
- Strong project management and design skills, creative, proactive, autonomous, attention to details, excellent time management skills, good negotiation skills, team player, good inter-personal skills

Kindly send your **CV and cover letter in French and English** to the Managing Director maxine.reindorf-partey@ccifranceghana.com with the subject "***Application: Head of Communications, Marketing & Events***" before the submission deadline on **Tuesday 31st December 2024 at 23h59.**

CCIFG - Chamber of Commerce and Industry France Ghana
Member of CCI FRANCE INTERNATIONAL
17 Orphan Crescent, Labone - Accra, Ghana.
Tel: 02 60 83 86 37 - Email: info@ccifranceghana.com
www.ccifrance-ghana.com
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