



## VACANCY ANNOUNCEMENT – HEAD, COMMUNICATION, STAKEHOLDER MANAGEMENT & PROMOTIONS

**Location:** LSETF, HQ, Lagos, Nigeria

**Position:** Head, Communication, Stakeholder Management & Promotions

**Industry:** Social Impact (Government Owned)

**Job Type:** Full Time

### **About LSETF**

Lagos State Employment Trust Fund (LSETF) was established to provide financial support to residents of Lagos State, for job, wealth creation and to tackle unemployment. LSETF serves as an instrument to inspire the creative and innovative energies of all Lagos residents and reduce unemployment across the State. The Fund has the mandate to help Lagos residents grow and scale their Micro Small and Medium Enterprises ("MSMEs") or acquire skills to get better jobs through its three programmes; the Employability Support Programme, the Lagos Innovates Programme and the Loan Programme.

<b>Job title:</b>	<b>HEAD, COMMUNICATIONS, STAKEHOLDER MANAGEMENT &amp; PROMOTIONS</b>
<b>Reports to:</b>	DIRECTOR, STRATEGY, FUNDING & STAKEHOLDER MANAGEMENT
<b>Direct Report:</b>	Three (3)

### **Job purpose**

Set and guide the strategy for all communications and public relations messages to consistently articulate the Fund's mission. Also responsible for building and managing relations with the Fund's stakeholders and developing and implementing initiatives for the promotion of the Fund's beneficiaries.

### **Duties and Responsibilities:**

#### **Communication and Stakeholders Management**

- Conceptualize, Plan and implement the Fund's internal and external communication agenda
- Manage communications with external stakeholders across the Lagos State Government, House of Assembly, LGA's, international and local partners, etc.
- Implement brand strengthening, ensuring that all divisions get a strategic focus with clear and measurable goals for brand development in line with the Fund's strategic brand plan
- Design and prepare the organization's communications in various media to reflect the Fund's brand identity
- Develop a suite of effective communications materials, segmented by the target audience
- Proactively secure opportunities to disseminate the key messages of the Fund to key audiences, including funders, and media
- Monitor stakeholders and users' feedback and results of dissemination efforts
- Develop a channel strategy that supports and enables the overall goal of the Fund
- Ensure effective design and management of all the Fund's channels (website, social media, etc.) to ensure it plays its strategic role
- Ensure adequate media coverage for corporate events and sponsorship activities
- Coordinate all activities relating to the allocation, procurement, and distribution of corporate gifts
- Liaise with the Funding and Partnership team to engage existing and potential partners

#### **Promotions**

- Develop and update the Promotions Strategy
- Design and develop programs and initiatives that will drive market access for target beneficiaries including international fairs and exhibitions



- Define selection framework for target beneficiaries with respect to international exhibitions and fairs
- Identify events, forums and platforms to promote initiatives
- Manage the LSETF web portal and the content development
- Identify and engage relevant partners to ensure effective implementation of promotional initiatives
- Identify and implement opportunities to drive linkages between large corporates and small businesses
- Engage beneficiaries periodically and articulate testimonials to promote LSETF story to all stakeholders through available communication outlets
- Conduct periodic reporting of progress with the initiatives

#### **Qualifications & Experience:**

- ✓ First degree in communication, art and social sciences from a reputable higher institution. A post-graduate degree or professional qualifications will be added advantage
- ✓ Minimum of 7 years' experience in related function.

#### **Key Competences:**

Knowledge, Skills and Abilities required for the role:

- ✓ Possesses a working knowledge of how to create magazines, newsletters, television or radio advertisements and direct mail promos.
- ✓ Customer Service & Relationship Management Skills
- ✓ Organization and Planning
- ✓ Business Acumen
- ✓ Communication Skills
- ✓ Business Writing; Presentation and Report Writing
- ✓ Analytical and Problem-Solving Skills
- ✓ Shows the ability to effectively engage in social media activities, including video sharing and blogging to promote the company
- ✓ Experience in stakeholder/community engagement.

#### **Method of Application**

Please send all CVs to [careers@lsetf.ng](mailto:careers@lsetf.ng) before close of business on **Friday, September 8, 2023**. Only shortlisted candidates will be contacted.

**We are NDPR compliant. By Submitting your information and documents to us, you are agreeing to the storage and usage of your data by LSETF, in accordance with our [privacy policy](#)**