

Vacancy

Marketing & Communications manager (African focus)

Location: JustdiggIt office in Amsterdam with occasional travel to Africa

We are looking for an experienced Marketing & Communications manager with an African focus to strengthen our team and build & maintain our valued partnerships

JustdiggIt (www.justdiggIt.org) is a non-profit organisation working on landscape restoration in Africa to make a positive climate impact. We believe in the power of nature and that together, we can cool down the planet. So far, we've regreened over 60,000 hectares and brought back 5 million trees in Kenya and Tanzania but we're not done yet!

In the next 10 years it is our ultimate goal to reach 350 million farmers and inspire & activate them to restore all degraded land on the African continent by combining traditional farming techniques with data and modern technology.



An ambitious mission which we can only achieve with the right team. This is why we might be looking for you!

In our work communication is key; our regreening techniques are simple, but we need to make people aware that these solutions exist. Therefore, we work closely with global media partners like Havas & JCDecaux to spread this positive message. We also partner up with the UN Environmental Programme and AFR100 initiative. We're in this together, so we need to work together!

Your role will be to maintain a selection of partnerships, work on the marketing & communication strategy, campaigns, documentaries, keep our ambassadors and JustdiggIt Friends engaged, all on a global level - with an African focus.

We believe in Zoom/Teams/Meet, but more so we believe in live contact. So even though we try to keep our intercontinental flights to a minimum, you would approximately travel four times a year to one of the African countries where we are currently active with our projects. Of course, only when it's COVID-safe.

Your responsibilities

- Be point of contact and build long-term relationships with (media) partners, varying from international media & communication agencies to NGO's.
- Manage and develop accounts to initiate and maintain favorable relationship with accounts.
- Involved in brand management and the brand identity of Justdiggit.
- Co-developing the marketing strategy in line with Justdiggit's objectives.
- Creation and publication of marketing material in line with marketing plans.
- Planning and implementing promotional campaigns.
- Ensure the timely and successful delivery of Justdiggit (on- and offline) campaigns and documentaries.
- Manage and improve lead generation campaigns.
- Analysing potential strategic partner relationships for company marketing.

Required experience and skills

- Minimum 5 years working experience in account and / or marketing management.
- Demonstrated ability to communicate, present and influence credibly and effectively at all levels of the organisation.
- Proven ability to manage multiple projects at a time while paying strict attention to detail.
- Excellent listening and presentation skills.
- Excellent verbal and written communication skills.
- Deep digital marketing & technology understanding.
- Natural relationship builder with integrity, reliability and maturity.
- Ability to prioritize among competing tasks.
- Critical thinking and problem-solving skills.
- Fluent in English. Knowledge of Dutch and / or French is a preference.
- Minimum of 32 hours p/w.

We offer

Besides the diversity of the job – no single day is the same – and being part of a great mission, there's more:

- Room for personal and professional development.
- Great colleagues!
- Get introduced to an amazing global network.
- Working in the city center of Amsterdam – flexible home working, especially now.
- Travel to the most wonderful African cities and to rural areas where no tourist has been.
- Salary conform to Dutch non-profit CAO.

We are committed to building a team that includes and welcomes people of different genders, ethnicities, faiths, sexual orientations, and other diverse backgrounds.

If you believe you are the right person for this role, please send your CV and motivation letter to nadia@justdiggit.org before 15 November 2020. *Preferable start date January 4th 2021.*

To learn more about our mission and our current regreening projects, take a look at our [website](#)