

We're hiring: Communications Manager

August, 2022

Introduction and overview

The Education Outcomes Fund (EOF) is dedicated to improving education and employment outcomes for children and youth globally. Our small but mighty team is working at the cutting edge of development finance, leveraging our platform at the UN and our innovative, results-focused approach to change how education is financed to support the next generation of youth.

EOF is looking for an exceptional **Communications Manager**; this senior role will report to the Chief Operating Officer and lead EOF's communications. The successful candidate will develop EOF's communication strategy and implement it - this is a broad and exciting role in a rapidly scaling organisation that is solving some of the most complex problems in global education.

If you're looking for a challenge in a fast-paced, entrepreneurial environment, we would love to hear from you. Please send your CV, cover letter, and salary expectations to hr@edufundmea.org **by COB Sunday 28 August**. Please ensure that you include the role you're applying for in the email subject line.

About the Education Outcomes Fund

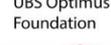
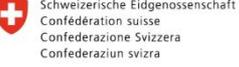
There are few greater challenges faced by the global community than the twin crises of learning poverty and youth unemployment. In response, the Education Commission (chaired by Gordon Brown, former UK Prime Minister and UN Special Envoy for Global Education) and the Global Steering Group for Impact Investment (chaired by Sir Ronald Cohen) came together with our founding CEO (Her Excellency Dr.) Amel Karboul to create EOF. We aim to improve the education and employment outcomes of 10 million children and youth, by supporting governments to utilise a range of innovative finance instruments at scale, including outcomes funds and other results-based financing (RBF) instruments.

EOF is backed by [a range of world leaders](#) who support us to shape our approach and achieve our ambitious aims, as well as leaders in education and impact investing:

<p>An initiative of:</p>  		<p>Hosted by:</p> 		<p>Hosted at UNICEF, as the first UN-hosted platform for outcomes funds at scale</p>
<p>Executive Committee:</p>	 <p>Sir Ronald Cohen <i>Chair</i> Co-founder of Apax Partners, Chair of the Global Steering Group for Impact Investment</p>	 <p>Sir Michael Barber <i>Vice Chair</i> Founder and Chair of Delivery Associates, former advisor to Tony Blair</p>	 <p>Dolika Banda Non-Executive Director at CDC Group; former CEO of African Risk Capacity Insurance Ltd</p>	
	 <p>George Werner Former Minister for Education in Liberia & former Director General of the Civil Service of Liberia</p>	 <p>Amel Karboul Education Commissioner; formerly Minister of Tourism of Tunisia; BCG; Mercedes Benz</p>	 <p>Rob Jenkins Chief of Education and Associate Director at UNICEF</p>	
<p>Select High Level Steering Group Members:</p>	 <p>Aïcha Bah Diallo Former Minister of Education of Guinea</p>	 <p>Aliko Dangote President & CEO of the Dangote Group</p>	 <p>Jakaya Kikwete Chair of the Board of Directors at GPE and former President of Tanzania</p>	
	 <p>Phyllis Costanza Head of Social Impact & CEO of the UBS Optimus Foundation</p>	 <p>Felipe Calderón Former President of Mexico</p>	 <p>Liesbet Steer Director, Education Commission</p>	



Leadership team:	 Amel Karboul <i>Chief Executive Officer</i> Education Commissioner; formerly Minister of Tourism of Tunisia; BCG; Mercedes Benz	 Jared Lee <i>Chief Program Officer</i> Formerly with UK National Advisory Board on Impact Investment and Bain & Co.	 Milena Castellnou <i>Chief Program Officer</i> Former Associate Partner at Instiglio
	 Max McCabe <i>Chief Operating Officer</i> Formerly at Teach First, Rising Academy Network & Diageo PLC		

Select sponsors / supporters:	 UKaid from the British people	 The LEGO Foundation	 ATLASSIAN FOUNDATION - INTERNATIONAL	 Sir Ronald Cohen	 UBS Optimus Foundation	 UBS
	 Schweizerische Eidgenossenschaft Confédération suisse Confederazione Svizzera Confederaziun svizra	 دبي العطاء Dubai Cares	 BANK OF AMERICA	 Big Win	 KOICA Korea International Cooperation Agency	 Aliko Dangote Foundation

Key institutional Program partners:	 THE WORLD BANK	 Government of Ghana	 Government of Sierra Leone	 City Government of Addis Ababa
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EOF supports improvements in the quality of education and skills programs, with a special focus on girls and underserved populations, including those in the hardest to reach rural areas. It measures (and pays for) what matters – both core skills like literacy and numeracy, but also critical 21st Century skills such as socio-emotional skills, ICT skills, and other broader fundamentals of a quality education. It helps close the persistent gap between the skills needed by employers and those attained by today's youth.

For all the above, EOF pays primarily on the basis of the results achieved, ensuring that taxpayer-funded domestic resources, aid, and philanthropic funds are only used to pay for what works. This is a game-changing way to finance results in education, focusing attention and realigning systems on the most challenging but most important measure of a program's performance: whether it is improving lives.

Together with our supporters, we believe this is the early stages of a much larger movement, with huge potential to increase learning outcomes for children and youth around the world, though improved aid effectiveness and government spending.

Since our inception in 2018, EOF has:

- Partnered with governments in Ghana and Sierra Leone to establish the two largest outcomes funds to date in developing countries, mobilising ~\$50M for these programs.
- Established itself as a leading global player in RBF, and the only dedicated center of expertise for RBF in education and skills.
- Become the first outcomes fund hosted by the United Nations within UNICEF, as a scalable platform to partner with governments around the world.
- Established a major partnership with the LEGO Foundation, to develop a scale portfolio of RBF programs in early childhood across a diverse range of countries, as well as to amplify the movement and ecosystem of partners around this approach.
- Had our innovative approach featured in the Stanford Social Innovation Review, FT, Economist, Brookings, and more.
- Built our institutional capacity to contract and implement large-scale outcomes funds more efficiently and effectively than historic impact bonds.



- Established a strong culture of performance and an active focus on ongoing professional development for all our team.

Endorsements:

"EOF has changed the way the education sector talks about RBF"

- David Sengeh, Minister for Education in Sierra Leone and GPE board member.

"... I would invest in the Education Outcomes Fund, which is an emerging player in the global landscape, and is showing what can be done with results-based approaches. That needs GPE doing Systems work but is a way of accelerating and modelling change that can be picked up by the system overall."

- Julia Gillard, former GPE Board Chair and former Australian Prime Minister

"The pay for performance revolution is coming to the education sector"

- Devex on EOF

The next chapter of EOF's growth is particularly exciting, as we look to build on this foundation in the coming years. We will shift focus towards implementation of our first large scale programs, developing public goods and policy insights on 'what works' both in education and RBF. We will develop new RBF models that can be replicated and scaled across regions, as well as continuing to roll out our existing models. Ultimately, we want to improve the way governments and donors fund and implement education programs around the world.

The opportunity

We are seeking to recruit an exceptional **Communications Manager** to take a leading role in EOF's communications, in close coordination with the leadership team and program managers.

The Communications Manager will report directly to the Chief Operating Officer. They will also collaborate with all members of the EOF team. Responsibilities include, but are not limited to:

- **Strategic communications planning:** develop EOF's communications strategy for the central organisation and each of our programs, and hold overall responsibility for successful implementation
- **Lead the communications function:** this will include managing junior team members (researchers, analysts, and associates), external consultants and agencies
- **Thought leadership development:** Write, and support others in writing, content across a variety of formats and platforms, across digital and traditional media; this will include blog posts, articles, newsletters, op-eds and reports
- **Plan and deliver events:** at the sides lines high-level international conferences, such as the UN General Assembly or at G7 summits, or through virtual/hybrid engagements, such as EOF's High-Level Steering Group meetings or webinars with global education leaders
- **Act as a custodian for EOF's brand:** work across formats and media to improve our brand, including active quality control for all externally published content
- **Manage EOF's social media:** oversee the development of relevant and engaging content for Twitter and LinkedIn, which responds to our operating environment
- **Manage the EOF website:** proactively improve the structure, content and navigation of our website, to ensure it effectively communicates EOF and our work
- **Secure speaking opportunities:** identify valuable opportunities for external engagement which will raise EOF's profile and support our programmatic and partnership goals
- **Build the EOF team's communication skills:** develop standard messaging, draft talking points and train the team on effective communication



EOF is an entrepreneurial environment, and this will be our first dedicated senior communications role. This is a hugely exciting opportunity, but it means the successful candidate must be comfortable being hands-on and holding the pen themselves while also zooming out and taking responsibility for the strategic development of the communications function.

If you want to contribute to a rapidly growing organisation with an exciting mission, opportunities for a high level of responsibility and growth, and to become part of a strong team with a culture of growth and professional development, then EOF could be the place for you.

About you

We'd love to hear from you if the following sounds like you:

1. Education:

- A minimum of a Bachelor's degree, with excellent grades from a top school.
- A Master's degree would be preferred but is not required.

2. Experience:

Required

- A minimum of 6 years of relevant, professional experience in communications, public relations, marketing or a closely related field.
- A track record in developing and implementing communication strategies in complex and political environments
- Experience leading international communication activities (such as a program launch), which include traditional and digital media
- Experience in directly leading people, projects and teams
- Excellent written skills. Able to convey complex ideas clearly and engagingly and can adjust your style to reach a variety of different audiences;
- Experience working in a start-up/ scale-up environment; comfort and ability to thrive amidst ambiguity and to quickly (re-)adjust to new circumstances

Desired

- Experience or an interest in international development, the global education sector, and international aid
- Experience working in or with low- and/or middle-income countries, particularly in Africa, the Middle East or South America
- Experience in innovative financing, in particular with RBF instruments or incentive structures.

3. Key competencies

We expect you to have the following skills and competencies:

- **Clear and confident communication skills:** You are comfortable communicating with a range of stakeholders and can adapt your style according to the audience.
- **Drive to achieve results:** You take responsibility for and ownership of your performance, and are proactive in finding solutions to problems.
- **Exceptional problem solving skills:** You are intellectually dexterous, able to pull insights from complex information, and recommend action based on these insights.
- **Entrepreneurial mindset:** You are dynamic and would be excited to contribute to EOF as a young and rapidly growing organisation. When you see things that could be improved, you put your hand up and help improve it, rather than being a passive bystander.



- **Think and act strategically:** You understand the big picture and are able to anticipate risks and identify strategic opportunities.
- **Work collaboratively with others:** You enjoy contributing to a wider team effort and collaborating with people from different backgrounds to achieve your goals, respecting differences and ensuring that all can contribute and succeed.
- **Embrace change and uncertainty:** You understand that our work is complex and dynamic, and respond to shifting priorities with composure and agility
- **Demonstrate self-awareness and ethical awareness:** You are self-aware of your own strengths, limitations, working style, and deeply held convictions and biases. You display ethical awareness through behaviours that are consistent and compliant with the standards of conduct for international civil servants, UNICEF's values, and relevant UNICEF policies and procedures.

4. Languages

- Fluency in English is required.
- Proficiency in French, Arabic, Spanish, or other languages in the MENA region is preferred.

General information and application process

General information

- We have a global mandate and a global team, with staff based across most continents. However, the majority of our team are London-based, and candidates may need to be available during a significant portion of UK working hours (to be determined on a case by case basis).
- The indicative gross annual salary package is between **GBP 60,000-85,000**, with flexibility depending on the skills and experience of the selected candidate. This is for applicants based in London, and will be adjusted based on the place of residence, in line with UN post adjustment rates. Upward mobility in salary and position is expected for strongly performing team members.
- This position will initially be for a **11.5 month contract**, although we are looking for permanent, full time staff to join and help grow the organisation, subject to performance. Contracts will be renewed annually for all core team staff subject to performance, and there is the potential for some long-term core staff to move onto UN staff contracts, again subject to funding and performance.

Application process:

- Please send your CV (maximum 2 A4 pages) and cover letter to hr@edufundmea.org **by COB Sunday 28 August**
- Please include a note of which role you are applying for, where you first saw the role advertised, your salary expectations and notice period.
- Applications will be considered on a rolling basis as they are received. Interested candidates are encouraged to apply early.
- Shortlisted applicants will be invited for an assessment, followed by multiple rounds of interviews and reference checks.

Unfortunately, due to the potentially large number of applications, we will only be able to contact applicants who are invited to the next stage of the process and will not be able to provide feedback to candidates that are not shortlisted.

