



We are hiring on behalf of our client, She Code Africa

Job Title: Marketing & Brand Communications Lead

Location: Lagos (Remote)

Job Type: Full-time

Level: L4 - Specialist II / Manager II

Team: Media, Marketing & Communications (MMC)

Salary Range: ₦355,000 – ₦450,000 monthly (based on experience)

About She Code Africa:

[She Code Africa](#) is a pan-African nonprofit on a mission to bridge the gender gap in tech, by equipping African girls and women with access to digital skills in technology, and fostering their economic independence.

Since Inception in 2016, they have empowered over 62,000 African girls and women with tech skills, resources & employment opportunities in the industry and with over 30,000 members, they identify as the largest women in tech organisation in Africa with members from across 20+ African countries. They are building a future where women and girls are equitably represented in Africa's digital economy. Through community-led programs, learning opportunities, and support systems, they are closing the gender gap in tech and creating sustainable pathways for African women in STEM.

Role Summary:

They are seeking a visionary, strategic, and results-driven Marketing & Brand Communications Lead to own the strategic direction and execution of She Code Africa's brand voice and public presence. This role is ideal for someone who blends creative storytelling with data-driven marketing and has a passion for inclusive, impactful narratives in the tech space.

You'll manage a small but growing communications team, collaborate across departments, and lead campaigns that not only inform — but inspire. Your work will amplify their programs, grow their digital footprint, engage key partners and donors, and build lasting visibility for the African women and girls in the tech movement.

Key Responsibilities:

- Develop and lead the execution of SCA's overall brand, communications, and marketing strategy across all channels (digital, media, events, partnerships, etc.).

- Ensure consistency in brand messaging, tone, and visual identity across internal and external communications.
- Translate organizational priorities into marketing strategies that drive awareness, engagement, and program growth.
- Oversee end-to-end development of communications content — including campaigns, social media, email newsletters, blogs, press releases, impact reports, and annual reviews.
- Collaborate with program and development teams to craft compelling stories, success case studies, and fundraising collateral.
- Manage public-facing campaigns that align with key initiatives (e.g., program launches, fundraising drives, major partnerships).
- Drive digital strategy and oversee performance analytics across social, web, and email platforms.
- Identify growth opportunities through SEO, partnerships, paid media, and platform optimization.
- Lead community engagement strategies to drive deeper interaction and participation from both grassroots and donor audiences.
- Build and maintain relationships with media outlets, journalists, and influencers to increase SCA's visibility and thought leadership.
- Craft media kits, pitch stories, and manage media interviews or features in collaboration with leadership.
- Supervise and mentor junior marketing and communications staff, contractors, and creatives.
- Work closely with the Executive Director, Programs, Partnerships, and Operations teams to align communications with organizational goals.
- Represent the organization in communications-related forums or partner-facing engagements.

Qualification & Skills

- 4–6 years of progressive experience in brand communications, digital marketing, or content strategy — preferably in a nonprofit, tech, or mission-driven organization.
- Demonstrated experience leading multi-channel marketing campaigns and brand development strategies.
- Strong portfolio or case studies of past work in managing public campaigns, building brand presence, or executing high-impact content that led to measurable brand or community growth.
- Exceptional writing, editing, and storytelling skills, able to translate technical or impact data into compelling narratives.
- Strong knowledge of content marketing, social media trends, and digital engagement best practices.
- Proficiency in tools like Canva, Adobe Creative Suite, Mailchimp, Google Analytics, LinkedIn Analytics, and basic CMS/SEO tools.
- Excellent stakeholder management, with experience liaising with funders, partners, media, and community audiences.
- Creative thinker with an eye for aesthetics, messaging, and inclusive storytelling.
- Deep understanding of African digital media trends, audience behavior, and inclusive messaging strategies.
- Strong leadership, strategic thinking, and project management abilities with Proven experience managing teams and working cross-functionally across departments.
- Deep passion for gender equity, tech inclusion, and youth empowerment in Africa.
- Highly collaborative with the ability to thrive in a remote, cross-cultural team environment.

- Adaptable, self-motivated, and comfortable leading both strategy and execution.
- Values-aligned with She Code Africa's mission and community-driven culture.

Why Work at She Code Africa?

At She Code Africa, they are building more than a team, they are nurturing a movement.

What They Offer

- Flexible, remote work culture that prioritizes growth, equity, and wellness.
- HMO coverage.
- Opportunity to lead communications for one of Africa's most recognizable women-in-tech organizations.
- Autonomy to shape campaigns that influence national and global conversations on tech equity.
- Competitive and transparent salary bands.
- Annual learning and development budget.
- Access to wellness and mental health resources.
- Team recognition, community-building experiences, and professional visibility.
- Clear career growth pathways.

How To Apply

Interested and qualified candidates can apply via the link below

<https://forms.gle/ASDLcskgVu7uTEf36>