



Job Description: Digital Marketing & Community Engagement Officer

Location: Accra

Reports to: Director of Partnerships & Development

Employment Type: Full-Time

About Us:

Drive to Inspire – Africa is a dynamic youth empowerment organisation on a mission to unlock the potential of young people through access to opportunities, guidance, and support. We deliver impactful programmes, including school outreach, career guidance, mentorship, internships, and scholarships, and host events and webinars that equip youth for success. Powered by passionate volunteers and fuelled by strategic partnerships, we are building a movement. Now, we need a digital storyteller to amplify our voice, grow our community, and help us reach more young people and supporters than ever before.

The Role:

We are looking for a creative, strategic, and data-savvy Digital Marketing & Community Engagement Officer. You will be the architect of our online presence, responsible for building and nurturing a vibrant digital community of young people while crafting compelling campaigns that attract partners and funders. This is a hands-on role for a digital native who wants to use their skills for social impact, turning our programme successes into powerful stories that drive growth.

Key Responsibilities:

1. Social Media Management & Community Building (40%):

- Develop and execute a dynamic social media strategy across platforms where youth are most active (e.g., Instagram, TikTok, LinkedIn, X/Twitter, Facebook).
- Create engaging, platform-specific content (graphics, videos, reels, stories, posts) that highlights our programmes, showcases participant stories, and promotes events/webinars.



- Foster active two-way engagement: respond to comments and messages, encourage user-generated content, and build authentic relationships with our online community.
- Run targeted social media campaigns to increase follower count, boost engagement rates, and drive sign-ups for programmes, events, and volunteer opportunities.

## 2. Content Creation & Digital Storytelling (30%):

- Produce compelling digital content (blogs, newsletters, email campaigns, website updates) that articulates our impact, mission, and needs.
- Collaborate with programme heads and volunteers to gather stories, testimonials, and data that demonstrate the transformational effect of our work.
- Design visually appealing digital assets (using Canva, Adobe Creative Suite, or similar) that maintain and elevate our brand identity.
- Manage and update the organisation's website to ensure it is current, impactful, and optimised for user experience and conversions (e.g., donating, signing up).

## 3. Digital Campaigns for Growth & Fundraising (20%):

- Design and implement digital marketing campaigns aimed at specific goals: attracting new programme participants, recruiting volunteers, and promoting fundraising drives.
- Support partnership and fundraising efforts by creating digital pitch decks, impact reports, and sponsor recognition content.
- Use digital tools to identify and engage with potential corporate partners, donors, and sponsors online.

## 4. Analytics, Reporting & Strategy (10%):

- Monitor, analyse, and report on key digital metrics (website traffic, social media engagement, email open rates, campaign performance).
- Use data insights to continuously refine strategies, improve content performance, and demonstrate ROI to the leadership team and partners.
- Stay abreast of the latest digital marketing trends and platform algorithms, especially those relevant to youth and the non-profit sector.



#### Required Qualifications & Experience:

- Bachelor's degree/diploma in Marketing, Communications, Digital Media, or a related field, or equivalent practical experience.
- Proven experience (3-5+ years) managing social media channels and creating content for a brand, organisation, or personal project with measurable growth.
- Portfolio showcasing excellent content creation skills (writing, visual design, video editing).
- Hands-on experience with social media management tools (e.g., Buffer, Hootsuite), basic graphic design tools (e.g., Canva), and email marketing platforms (e.g., Mailchimp).
- Strong understanding of social media analytics and performance tracking.
- Excellent written and verbal communication skills.
- A genuine passion for youth development and social impact.

#### Ideal Candidate Profile:

- You are a strategic thinker who also loves executing creative ideas.
- You understand the online behaviours and language of youth and can engage them authentically.
- You are a proactive self-starter, comfortable working independently in a dynamic, resource-conscious environment.
- You are results-oriented, excited by analytics, and driven by the desire to see your work translate into real-world impact.
- You are collaborative and enjoy working with programme teams to tell their stories.

#### What We Offer:

- A meaningful role where your work directly empowers young people and shapes the future of our organisation.
- A flexible and supportive work environment.
- The opportunity to build and own the digital function of a growing NGO.
- A passionate team culture



Drive to Inspire  
A f r i c a

+233 (0)24 426 5054 | +233 (0)50 553 36420  
P.O.BOX CT 7598 CANTONMENTS, ACCRA

---

**How to Apply:**

Please submit the following to [nana@drivetoinspireafrica.org](mailto:nana@drivetoinspireafrica.org) with the subject line “Application: Digital Marketing Officer – [Your Name]”:

1. Your CV/Resume.
2. A cover letter explaining why you are passionate about youth empowerment and how your skills align with this role.
3. Links to social media profiles or campaigns you have managed.
4. 2-3 samples of your best digital content (e.g., a graphic, a video reel, a campaign post, or a blog article).

Application Deadline: 10<sup>th</sup> January 2026

Drive to Inspire – Africa is an equal opportunity employer. We value diversity and strongly encourage applications from individuals of all backgrounds.

---

ADDRESS:

17 ED SOWAH AVENUE, EAST LEGON, ACCRA GHANA