

Position*Public Relations and Partnership Lead (EN)***Context**

The Djanta Tech Hub ("Djanta" meaning "Lion" in the local Éwé language) aims to be a bilingual center of excellence and reference for supporting digital entrepreneurship and training in new digital professions. As of August 2024, the operationalization of the Djanta Tech Hub (DTH) is entrusted to Co-creation Hub (CcHub). With a presence in Nigeria, Kenya, Rwanda, and Namibia, CcHub positions itself as a major catalyst for technological innovation in Africa.

To support the operationalization of DTH, the delivery of various pre-incubation and incubation programs, and the creation of a community around DTH, CcHub seeks to recruit a **Public Relations and Partnership Lead**.

The Public Relations and Partnership Lead plays a crucial role in creating and maintaining relationships with the actors of the innovation ecosystem in Togo. The position holder will design and execute strategic initiatives to drive a dynamic ecosystem and community where innovation, collaboration, and growth are encouraged and become fundamental elements of Togo's innovation ecosystem.

The Djanta Tech Hub is a government initiative led by the Ministry of Digital Economy and Digital Transformation (MENTD) as part of the implementation of Project "P26" of the government's roadmap related to promoting the innovation ecosystem and digital talents in Togo.

Key responsibilities**Strategic community development**

- Design and implement comprehensive strategies to cultivate a thriving tech community characterized by active participation, mutual support, and continuous growth.
- Innovate and introduce initiatives that foster a sense of belonging and engagement among community members, enhancing their overall experience and satisfaction.

Community engagement and support

- Organize and oversee events and networking sessions that stimulate community interaction, learning, and collaboration.
- Maintain ongoing relationships with community members, ensuring they have access to the resources and opportunities necessary for their growth and success.

Relationship creation and management

- Establish and maintain strong relationships with community members, partners, and stakeholders to promote the innovation ecosystem, ensuring open communication and responding to their needs and feedback.

- Leverage your own network to introduce new opportunities and resources that can benefit the community and its members.

Monitoring and reporting

- Regularly assess the dynamism of the community by tracking engagement indicators and collecting feedback to continuously improve the community experience.
- Report on community progress and partnership outcomes, providing insights and recommendations to enhance the hub's community and partnership strategies.

Partnership management

- Identify, develop, and proactively manage partnerships that bring tangible benefits to the hub, foster its growth, and improve its position within the tech ecosystem.
- Act as a bridge between the hub and potential partners, skillfully negotiating and securing collaborations aligned with the hub's mission and goals.

Qualifications, Skills, Experience

The successful candidate should have the following qualifications, skills, and experience:

Educational qualifications

- A Master's degree in Business Management, Technology, or a related field.

Professional experience

- At least 5 years of experience in areas including startup community management, strategic account management, or business development in B2B and B2G sectors.
- Demonstrable track record of creating and developing online or offline communities in various domains.
- Aptitude for teamwork, relationship building, and interpersonal communication.
- Proficiency in organization and project management, including documentation, reporting, and learning processes.
- Experience with or knowledge of innovation hubs would be an advantage.
- Experience in supporting startups or managing a hub within an international innovation ecosystem would be an asset.

Skills

- **Community building**
 - Expertise in creating dynamic communities and collaborative environments that thrive on mutual support and shared goals.
 - Proficiency in leading and overseeing community initiatives, ensuring alignment with the hub's objectives and values.
- **Stakeholder management**

- Demonstrated ability to manage and engage effectively with a multiplicity and diversity of stakeholders, fostering strong and productive relationships.
- Expertise in establishing and maintaining strong and durable relationships with all types of partners.
- Competence in interacting with a wide range of audiences, from tech experts to the general public.
- **Understanding of the tech and innovation landscape in Africa**
 - Deep knowledge of the tech and innovation landscape in Africa, with a focus on trend analysis and opportunity identification for Djanta Tech Hub.
- **Leveraging opportunities**
 - Ability to exploit and capitalize on emerging trends and opportunities for the benefit of the hub and the community.
 - Ability to apply market knowledge to inform strategic decisions and initiatives within the hub.
- **Content creation and community engagement**
 - Proficiency in creating engaging content for a tech-savvy audience, including blog posts and social media updates.
 - Exceptional public speaking skills, capable of inspiring and engaging various audiences with innovative ideas and perspectives.
- **Exceptional communication skills**
 - Ability to communicate complex ideas clearly and effectively, orally and in writing, in English and/or French.

**Being bilingual is an advantage.
- **SEO and social media strategy**
 - Practical experience in SEO strategy and social media engagement to promote the hub's initiatives and strengthen its online presence.
 - Ability to use digital marketing tools to increase the hub's visibility and impact in the digital space.

Work location and duration

- **Location:** Lomé, Togo (in-person).
- **Initial contract duration:** A minimum of one year, negotiable during the job interview.
- **Contract type:** Employment contract under Togolese law, or consultancy contract.
- **Salary:** fixed and variable salary to be defined according to the profile chosen (depending on skills, level of training and level of experience).

Note: Following the CV evaluation, the best candidates will undergo an interview in English with CcHub's operational team. During this interview, candidates will be asked to demonstrate their various skills based on their previous experiences.