



SCOPE OF WORK DIGITAL MEDIA CONSULTANT

Position Title: Digital Media Consultant/s

Consultant Salary: \$3500-\$4000 monthly retainer

Duration: 12-month contract with possibility for extension.

Direct Report: Chief Program and Experience Officer

About The Africa Center

The Africa Center is transforming the world's understanding of Africa, its Diaspora and the role of people of African descent in the world by providing a gateway for engagement with contemporary Africa. Serving as the hub for the exchange of ideas around culture, business, and policy related to the continent, and in the spirit of collaboration and engagement with individuals and institutions who share the Center's values, The Africa Center inspires enthusiasm, and advances thought and action around Africa's global influence and impact on our collective and shared futures. This mission is guided by a leadership team that includes Board Co-Chairs Chelsea Clinton and Jendayi Frazer, Board President Halima Aliko Dangote, and CEO Uzodinma Iweala. Since launching its public programming in January 2019, The Africa Center has attracted and engaged thousands of visitors in 6 exhibitions and over 200 programs that have included performances, installations, talks, readings, book signings, and film screenings.

Scope of Work

The Africa Center is seeking a Digital Media Consultant or Firm who will lead the Center's social media activities and manage all social media channels. In close collaboration and coordination with the Center's Programs team and its PR/Marketing Consultants, the Digital Media Consultant or Firm will be responsible for developing creative, culturally-reflective content and online campaigns that grow and engage the Center's online communities.

Responsibilities include:

1. Lead the ideation, planning and execution of The Africa Center's monthly editorial/social media calendar that fully integrates the Center's programs, exhibitions, events, brand strategy and values across all social media channels.
 - o Engage and grow the digital community through participation and conversation.
 - o Develop creative digital content and propose recommendations on topics related to the African continent and Diaspora, including programs, exhibitions,

Address | 1280 Fifth Ave | New York, NY 10029

Mailing Address | 2196 Third Ave, Unit #10025 | New York, NY 10035 | Tel: 212 444 9795 |

theafricacenter.org

- and cultural, economic, and socio-political content and trends to share on The Africa Center's social media platforms.
- Develop strategies that will continuously grow the Center's online presence and engagement.
 - Oversee paid social media campaigns.
 - Attend The Africa Center's physical programs as needed to capture social media content in real time and for archival purposes.
 - Collaborate directly with artists, partners, and local community to amplify their work on The Africa Center's social media in support of programming and mission.
 - Generate ideas and lead The Africa Center's digital campaigns (approximately 4 times a year)
2. Acts as main project manager for all digital projects. Oversees and manages The Africa Center's content calendars through the organization's project management system to ensure deadlines are met.
 - Stay abreast of and implement social media management tools and best practices that streamline the content review, approval process, and scheduling of content.
 3. Oversee and implement organizational email marketing campaigns with timely and regular distribution to The Africa Center's subscribers.
 4. Measure the performance of marketing and communications initiatives and efforts, including analyzing and reporting data and metrics on social media, website, email, website, Google, and any other relevant digital metrics, and optimize the effectiveness of such efforts.
 5. Provide basic graphic design support for digital promotional material.

Professional Commitment

The Africa Center provides equal employment opportunities (EEO) to all applicants without regard to race, color, religion, sex, national origin, age, disability or genetics.

The Africa Center requires consultants entering our physical space to provide proof that they have received the COVID-19 vaccine. Any individuals subject to this requirement may submit for consideration a request to be exempted from the requirement (based on a valid religious or medical reason).

How to Apply

E-mail your application to programs@theafricacenter.org with the subject line: "Digital Media Consultant." Applications should include a resume and a cover letter. Incomplete applications will not be considered. No phone calls, please. Only those candidates considered for an interview will be contacted. Please consider your application received unless it is bounced back.

Address | 1280 Fifth Ave | New York, NY 10029

Mailing Address | 2196 Third Ave, Unit #10025 | New York, NY 10035 | Tel: **212 444 9795** |
theafricacenter.org