



GATSBY
AFRICA

COMMUNICATIONS & DESIGN INTERN GATSBY AFRICA

CANDIDATE PACK

JANUARY 2019

Opportunity for a person with design and visual flair to help Gatsby Africa develop creative and compelling communications materials. Use your skills, imagination and attention-to-detail to help us convey key messages clearly and vibrantly. Build your portfolio while gaining new experience and working to build the skills of others – including staff in East Africa. Contribute to change that will benefit millions of East Africans.

CONTEXT

In 1967 David Sainsbury set up the Gatsby Charitable Foundation. Lord Sainsbury has since given Gatsby more than £1 billion to distribute to charitable causes in a variety of fields, including neuroscience, plant science and public policy. These reflect his areas of interest and draw from his professional experience in business and government. More information can be found at www.gatsby.org.uk

Gatsby Africa is an English charitable company limited by guarantee, established to implement the foundation's programmes in Africa, with branch offices in Nairobi and Dar es Salaam.

GATSBY'S WORK IN AFRICA

Gatsby has funded and implemented programmes in Africa since 1985. Our mission is to accelerate inclusive and resilient economic growth in East Africa by demonstrating how key economic sectors - such as cotton in Tanzania - can be transformed.

We fund and implement programmes that look to catalyse and influence large-scale and lasting change in priority sectors. We build and support local organisations dedicated to sector transformation. We also aim to share what we have learned with others - such as governments and donors - who are trying to transform sectors.

Our programmes include:

- **Tanzanian Cotton:** Establishing the necessary institutional arrangements and supportive markets to ensure more than 350,000 farmers can access the quality inputs and training they need to improve agronomy, increase yields and raise quality.
- **Tanzanian Textiles:** Facilitating the development of the required infrastructure, business environment and skills to propel increased domestic and foreign investment in the sector – dramatically increasing value addition and exports and creating tens of thousands of jobs.
- **Tanzanian Forestry:** Building a vibrant commercial forestry sector by supporting applied research, improved service delivery and increased innovation to raise wood production and industrial processing, boost returns for growers of all sizes, and create jobs.
- **Kenyan Forestry:** Partnering with stakeholders to help close the wood supply gap by catalysing increases in productivity, innovation and quality, while securing the sustainable supply of commercial services and collaborative research.
- **Tanzanian Tea:** Partnering with The Wood Foundation to increase productivity, quality and farmer returns by engaging factories and regulators, and facilitating major foreign investment by setting-up a farmer service company to ensure reliable green-leaf supplies.
- **Rwandan Tea:** Partnering with The Wood Foundation to trial new ownership structures and methods of service delivery - including via the purchase of two factories on behalf of smallholders - with the aim of increasing productivity, quality and farmer returns.

We have also developed and continue to support two independent organisations dedicated to sector transformation in the region, and governed, managed and staffed by East Africans: Kenya Markets Trust (which runs programmes in three key Kenyan sectors), and the regional industry development organisation Msingi. Msingi's first programme is in the aquaculture sector.

THE ROLE

OUTLINE

The Communications & Design Intern has an important role in supporting Gatsby Africa to tell compelling stories that will help us achieve our objectives.

They will use their creativity and attention-to-detail to help the organisation and our programmes convey key messages clearly and vibrantly.

They will also strengthen our internal communications, helping staff in different locations feel informed, inspired and part of one family.

TERMS AND REMUNERATION

This is a six-month position with the option to extend to 12 months. We would be willing to discuss flexible working arrangements, such as part-time options, with the right candidate.

The role will receive the London Living Wage – please see www.livingwage.org.uk/what-real-living-wage for more information.

Candidates must have the existing right to work in the UK.

JOB DESCRIPTION

Job title:	Communications & Design Intern
Reports to:	Communications Manager
Location:	London, UK

KEY RESPONSIBILITIES

Designing creative and compelling communications materials

- Design compelling materials, creatively using text, photography, audio, video and graphics to share highlights of our work with others and help us project the right personality
- Work with teams from across Gatsby Africa to help them visually communicate the information and data they need to make their key messages stand out, including by designing infographics, icons etc
- Offer advice and support on the design aspects of programme communications, including websites, presentations, print materials etc
- Create templates and example presentations and reports that other staff can easily use
- Oversee the design and formatting of external presentations and documents to ensure they are consistent, clear and projecting a professional image
- Scan for examples of creative and/or compelling communications materials (particularly from organisations involved in international development) to help inspire our own efforts

Capturing and retaining the attention of key audiences through illuminating and up-to-date external comms

- Work with programme teams as needed on the technical aspects of their WordPress websites, for example by helping them add plug-in features, such as carousels
- Support the Communications Manager to improve Gatsby Africa's website, creating and uploading new materials and updates to sections
- Maintain the Vacancies page on our website, including by ensuring job adverts and candidate packs are formatted correctly, and uploading these to the site
- Keep the Team page on our website up-to-date by getting the required information from new joiners across the portfolio, and photographing new joiners to the London office
- Support the Communications Manager to improve Gatsby Africa's social media presence, including our LinkedIn page and Twitter account
- Liaise with other organisations funded by the Gatsby Charitable Foundation and our partner design agency to help compile the 2018/19 GCF Annual Review

Bringing staff together through engaging and informative internal comms

- Work with the Communications Manager and potential external support to create internal comms materials that engage and inspire staff - including around our values and our progress - thereby increasing knowledge and a sense of togetherness across our portfolio

- Record video and audio updates from the Senior Team and other staff, edit these, and upload them to our internal comms platform
- Schedule six-weekly calls for staff across our portfolio to update each other
- Help with creating notes from these calls to share with all staff across the portfolio, including obtaining approval from relevant staff
- Help schedule web-conferences, bringing together all of our staff across multiple locations to listen to presentations on particular programmes, and work with IT to ensure the smooth running of these web-conferences
- Ensure staff are keeping our central shared calendar up-to-date, and produce hard copies as required
- Keep our internal distribution lists up-to-date
- Help format and proofread papers, briefings and presentations sent to Gatsby Africa's Executive Board and Trustees
- Share ideas and experience with other staff responsible for communications across the portfolio, including through our monthly GA Comms Call
- Support select staff in programmes on technical and design aspects of communications, and help build their skills in this area

KEY SKILLS & QUALITIES

- Design and visual flair combined with a strong appreciation of the likely audiences of a product
- Strong understanding and experience of Adobe InDesign and other design software (such as Illustrator and Photoshop)
- Strong understanding and experience of creating compelling presentations, including through Microsoft PowerPoint
- Understanding and experience of content management systems – preferably WordPress
- Strong attention to detail with a meticulous approach
- Willingness to research how to do things and self-teach (for example, by following YouTube tutorials)
- Confidence to offer ideas – and the willingness to continue to do so, even if some are not taken forward
- Keen to learn and take on new challenges
- Unfazed by occasional requests for work with very short turnaround times
- Able to prioritise multiple tasks with competing deadlines

OUR VALUES

We have developed a set of core values that will be used to assess a candidate's fit with the organisation and provide the basis for our culture. Our staff are:

- **Ambitious** – Showing determination to deliver long-term and large-scale impact for others, and to achieve our own potential.
- **Collaborative** – Working together to develop strong relationships with diverse stakeholders, while understanding others' needs and enhancing their capabilities to drive change.
- **Thoughtful** – Reflecting on evidence and learning from our activities and those of others to design, adapt and improve our work.
- **Pragmatic** – Recognising the motivations of others and the realities of facilitation, seeking opportunities to build momentum for change, and communicating carefully.
- **Honest** – Playing a trusted role as an honest broker for change, being open to learn from others, and admitting our challenges.

Gatsby Africa is an equal opportunity employer.

HOW TO APPLY

To apply you will need to submit:

- 1) An up-to-date curriculum vitae/resume (of no more than 2 pages)
- 2) A supporting statement (of no more than 2 pages) explaining:
 - why you are interested in the role and Gatsby Africa
 - how your skills and experience make you a good fit for the role – please relate your skills and experience to the Key Skills & Qualities set out above, and feel free to use bullet points
 - when you would be able to start and what your ideal working arrangements would be (e.g. full-time or 4 days a week etc)
- 3) An example of relevant work from your portfolio

Please send these to recruitment@gatsbyafrica.org.uk.

The deadline for applications is **5pm on 31st January 2019**.

We can only accept applications from candidates with the existing right to work in the UK.

Due to the nature of our work, we are particularly keen to hear from applicants with a connection to East Africa.



GATSBY AFRICA

Gatsby Africa is an English charitable company limited by guarantee, established to implement the Gatsby Charitable Foundation's Africa programmes.

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The Peak, 5 Wilton Road
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Registered company number: 09360833
Registered charity number: 1168223

PPF House, Samora Avenue, PO
Box 8695, Dar es Salaam, Tanzania

Branch registration number:
130926