



About Raxio :

Raxio Group is a platform investing in and building state-of-the-art Tier III data centres across Africa. Through its investments and hands-on approach, Raxio seeks to address the latent demand for critical data centre infrastructure that will drive digital transformation across the Region. Raxio made its first investments in Uganda and Ethiopia by establishing and developing state-of-the-art, “metro-edge” facilities on the outskirts of Kampala and Addis Ababa. More recently, Raxio has entered DRC, Côte d’Ivoire, Mozambique, and Tanzania, where it will be building similar facilities with further investments planned across Africa. Raxio currently counts on about 40 professionals across different offices located in Dubai, Nairobi, Kampala, Addis, Maputo and Kinshasa to help realise its mission.

Job Identification	Job Title	Head of Marketing and Communications
	Work Location	Dubai or Amsterdam
	Department	Operations team
	Job Role/ Purpose	We are currently hiring a Marketing & Communications Manager who will be responsible for managing the design, implementation, and management of a range of online & offline communication strategies.
Working Relationships	Reports to	VP Business Operations
	Works Closely with	In-country marketing leads
Job Responsibility	<p>Public Relations & Communications</p> <ul style="list-style-type: none"> • Devise and lead the creation of corporate communication strategies to maintain a pipeline of positive and engaging stories about Raxio’s work across multiple channels. • Conceptualize, develop and review content to shape Raxio’s corporate reputation often in collaboration with other public relations and public policy teams. • Search for and develop storytelling opportunities and generate ideas for editorial projects. • Ensure that the content is distributed in the right format and on the right channels to achieve maximum impact with audiences in Africa and across the world. • Provide communications counsel to business executives on both short and long-term challenges and opportunities. • Develop effective outreach programs to additional corporate stakeholders such as industry experts, business leaders, academics and local decision makers. • Manage engagement between marketing and communications agency and Raxio. <p>Online and offline marketing</p> <ul style="list-style-type: none"> • Develop and manage the online marketing strategy for the company including social media, SEO, paid search, newsletters and other relevant channels. • Devising strategies to drive online traffic to the company website • Managing brand image and positioning for internal and external parties • Managing the continuous improvement of the company website and intranet • Improving the usability, design and content of the company website • Responsibility for planning and budgetary control of all marketing • Evaluating customer research, market conditions and competitor data • Stay abreast of technologies that can keep the company at the forefront of developments in digital marketing 	

	<ul style="list-style-type: none"> • Uses web analytical tools to assist Corporate Communications & Marketing in making data driven decisions that will improve customer engagement • Responsible for defining and reporting KPI's for Digital strategies and tactics • Develop and manage event calendar for Raxio Group and support the development of the event calendar for Raxio operating companies. • Responsibility over event sponsorship and conference budget • Planning, coordination and execution (if required) of events and conference on behalf of the company • Maintenance of all brand collateral both digital and physical.
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Person Specification	Education	<ul style="list-style-type: none"> • Bachelor's degree in marketing and communications (preferred)
	Experience	<ul style="list-style-type: none"> • Minimum of five (5) years' experience in Public Relations & Communications and/or Digital Marketing & Communications • Excellent quantitative, oral, written, analytical and reporting skills
	Other personal and behavioral dispositions	<ul style="list-style-type: none"> • Exceptional writing and editing skills, with the ability to distill complex concepts and issues into crisp and user-friendly communications • Strong understanding of digital and social platforms used in corporate communications and reputation building campaigns across Africa. • Excellent awareness of business environment and ability to react quickly to protect business interests. • Previous experience developing content ranging from pitches to infographics to social posts to broadcast (TV/radio/podcast) to traditional media storytelling packages • Has relentless high standards and is action and results oriented with the ability to inspire others