



Position: Marketing and Communications Coordinator

Reports To: Chief Advancement Officer

Employment Type: Full-Time

Location: Hybrid

About Musana

Musana is a Christ-centered organization transforming rural communities through a sustainable ecosystem of enterprises in education, healthcare, women's empowerment, vocational training, and locally owned businesses. Each enterprise is community-run and designed to be financially sustainable, breaking cycles of dependency and fostering long-term impact.

With three thriving community ecosystems in Uganda serving more than 250,000 people annually, Musana is expanding into new countries across Africa and beyond. Guided by faith and a deep commitment to dignity and local leadership, we believe lasting transformation comes from unleashing the God-given potential within every community.

By joining Musana, you will be part of a team that combines faith, innovation, and entrepreneurship to create meaningful impact.

Position Overview:

The Marketing and Communications Coordinator is responsible for advancing Musana's mission by developing and executing marketing strategies that increase brand awareness, drive donor engagement, and support fundraising efforts. This role leads the creation of marketing collateral for events, campaigns, and donor communications while managing digital content and communications across multiple channels. In partnership with Musana's local teams, this role helps ensure that stories, photos, and data from the field are consistently and accurately captured and shared to reflect Musana's impact and the hope that comes through faith and dignity. The ideal candidate is creative, innovative, a self-starter, detail-oriented, and passionate about storytelling that inspires action.

Key Responsibilities:

Marketing & Communications

- Develop and implement marketing campaigns to promote Musana's fundraising initiatives, events, and brand.

- Create compelling content for email marketing, social media, and digital platforms that reflects Musana's voice and values.
- Manage Musana's social media channels, monitor engagement, and adjust strategy based on analytics.
- Design and produce marketing materials, including flyers, invitations, banners, annual reports and digital assets.
- Collaborate with team members to develop storytelling content that highlights impact and drives donor engagement.
- Maintain a consistent visual and narrative brand across all communications.
- Manage internal communications and updates for key donor audiences, including newsletters and reports.
- Coordinate with field teams in Uganda to collect and verify impact data, photos, stories, and program updates that inform donor communications and ensure authenticity and accuracy in storytelling.
- Manage relationships with external partner organizations who support our marketing and comms strategies.
- Website support, including content updates and SEO strategy
- Develop relationships with key media influencers and journalists to help build awareness and promotion of Musana events and initiatives.
- Coordinate print projects with external printers based on project and region.

Event Marketing Support

- Lead the development of all event-specific promotional materials and communications, including save-the-dates, invitations, programs, signage, and digital content.
- Coordinate marketing timelines for events in collaboration with the Advancement Team.
- Contribute to pre-event and post-event communications to maximize attendance and follow-up engagement.
- Provide creative and strategic input to enhance the overall event experience through branding and visual storytelling.
- Develop and execute presentations for live events and webinars.

Fundraising Support

- Collaborate with the Development Team to support donor acquisition and retention efforts through targeted communications.
- Assist with sponsorship collateral development and contribute to donor stewardship strategies.
- Maintain strong awareness of fundraising goals and actively contribute to meeting them through marketing efforts.

- Participate in donor communications, relationship-building efforts, and fundraising campaigns as part of the broader team.

Qualifications & Skills:

- Bachelor's degree in Marketing, Communications, or a related field (preferred).
- 2+ years of experience in marketing, digital communications, or fundraising communications.
- Strong storytelling skills with the ability to translate complex ideas into compelling content.
- Excellent written and verbal communication skills.
- Experience with social media platforms, email marketing (e.g., Emma or Prompt), and analytics tools.
- Proficiency in design tools such as Canva and Adobe Creative Suite.
- Strong organizational and project management skills with the ability to manage multiple priorities and meet tight deadlines.
- Proven ability to work independently, take initiative, and move projects forward with minimal supervision.
- Collaborative team player with strong interpersonal skills and the ability to work across diverse teams and cultures.
- Adaptable and resourceful, comfortable in a fast-paced, entrepreneurial environment.
- Passion for Musana's Christ-centered mission and alignment with its values of dignity, faith, and local empowerment.

Deadline - 31st October

Salary range - \$55,000 - \$65,000 (depending on experience)