

## COMMUNICATIONS SPECIALIST: Impact Communications and Content Creation

### The role:

Gridworks is looking for a Communications Specialist to create inspiring and engaging content that highlights our development impact. The role also includes developing our social media platforms and helping us to tell a compelling story about the work we do to transform Africa's electricity infrastructure.

We want a creative communications professional with a strong interest in and commitment to international development who can get to grips with sometimes complex issues around development impact, electricity markets and finance. The right person will help build a library of content that includes posts, videos, photography, and graphic design to promote Gridworks' development impact to our wide range of stakeholders.

We anticipate that the role will entail the equivalent of **at least 4 days per week** over an **initial 12-month contract period**. We are based in central London.

**Salary:** Competitive

### Main Responsibilities:

- Work with the Head of Communications to plan, develop and implement impact-focused communications for use with external stakeholders and media.
- Work with freelancers and agencies on written and visual projects, including writing briefs and managing relationships. Projects could range from films and animations to written articles and newsletters.
- Work with our investment and development impact colleagues to produce creative and engaging content for online, social media and print communications. This will include developing case

studies from businesses in our portfolio; and interviewing colleagues and external stakeholders to produce blogs, videos and podcasts.

- Support the Head of Communications in managing Gridworks' Twitter and LinkedIn social media channels.

### **What type of candidate are we looking for?**

- A minimum of 3 years PR or communications experience, either in-house or with an agency.
- The ability to understand complex information quickly and communicate it clearly.
- Proven experience as a content creator. To include a portfolio of social media content (posts, blog posts, articles etc.)
- Ideally, some experience of working in an impact-focused role in finance, international development or energy.
- Working knowledge of WordPress and MailChimp.
- Strong writing, editing and proofreading skills.
- Ability to work efficiently and collaboratively.
- Stakeholder management and interpersonal skills, including the confidence to interact with colleagues at all levels.

### **About Gridworks**

Gridworks is a company dedicated to developing and investing in transmission, distribution and off-grid electricity infrastructure in Africa. Owned by British International Investment (BII), the UK Government's development finance institution, Gridworks operates alongside developers, governments, international investors and donors to bring much needed funding to Africa's electricity sector and to accelerate the delivery of affordable, reliable power

Without reliable and well-run power infrastructure, companies don't invest and grow, and economies fail to reach their potential. In Africa today, half the population has no access to electricity. Gridworks' economic and social impact comes from building financially sustainable companies that deliver power to businesses and households across the continent.

## Our Communications Objectives

We use our communications to help us achieve the following objectives:

- **Brand-building.** Build awareness of Gridworks and our mandate among stakeholders interested in energy in Africa. This includes those living on the continent and outside it.
- **Support our portfolio companies.** We use communications to demonstrate the commercial success and development impact achieved by our portfolio companies.
- **Thought leadership.** Our communications work helps shape the thinking around the development of the electricity sector in Africa. We focus on the importance of financially sustainable electricity networks to key development goals including energy access and climate change.
- **Business development.** Support our team to find new investment opportunities by communicating Gridworks' offering as market-leading, industry-focused investor with a clear development mandate.

### What next?

If you think you match what we're looking for, please send a brief proposal, including your CV, and examples of your previous work to Rhyddid Carter ([rhyddid.carter@gridworkspartners.com](mailto:rhyddid.carter@gridworkspartners.com)).

[www.gridworkspartners.com](http://www.gridworkspartners.com)