

COMMUNICATIONS LEAD

SMALL FOUNDATION

SEARCH MANAGED BY
TAFUTA ASSOCIATES



About Small Foundation

Small Foundation is a philanthropic organisation, registered as a charitable foundation in Ireland, committed to reducing poverty and building sustainable livelihoods across sub-Saharan Africa. Our vision is a thriving Africa free from extreme poverty.

For nearly two decades, we have partnered with a diverse network of actors to catalyse and scale income-generating opportunities for the extremely poor in rural communities. At the heart of our work is a focus on systems change—addressing the structures that shape economic opportunity—while strengthening learning and influence by sharing insights, evidence, and practical lessons to inform better decision-making across the sector.

We collaborate closely with intermediaries that support the growth of micro, small, and medium enterprises (MSMEs), helping to expand access to finance, social and human capital, knowledge, technology, and markets. Using a flexible mix of grants, debt, equity, and non-financial support, we aim to deliver opportunity at scale and ensure that our work drives long-term, sustainable impact across multiple African contexts.



Job Summary



The Communications Lead is a new role in the Small Foundation team, responsible for leading, shaping, and delivering the organisation's communications practice and services.

This position will combine strategic oversight with creative direction, ensuring that Small Foundation's communications effectively express our vision, mission, and goals (VMG), enhance our influence, and strengthen engagement across our ecosystem.

This role is based in Nairobi or Lagos, and will be best suited to a candidate who brings strong professional experience working in African contexts.

The Role

Key Responsibilities



Lead Small Foundation's communications practice and team

- Lead and manage the day-to-day delivery of communications practice outputs and outcomes, including through leading the bi-weekly comms huddle.
- Oversee the annual communications planning process, ensuring clear alignment with organisational strategy and objectives.
- Develop and strengthen Small Foundation's strategic communications function, including message framing and positioning that effectively communicates our purpose and differentiates our work.
- Represent and engage internally and externally around communications practice activities.
- Continuously scan and research emerging communications practices and innovations to enhance Small Foundation's communications effectiveness.

Lead and manage external communications channels and campaigns

- Lead campaign planning and strategy — from concept to delivery — ensuring messages and stories are crafted to achieve impact with priority audiences.
- Drive the planning, coordination, and delivery of the Small Foundation Impact Report.
- Oversee the quality, tone, and effectiveness of Small Foundation's website, blog, LinkedIn, YouTube, and newsletter channels, ensuring message consistency and engagement.
- Generate, analyse, and leverage data and insights from communications channels to inform decision-making and improve performance.
- Identify opportunities to innovate beyond existing communications products, formats, and platforms to increase reach and resonance.

The Role

Lead and manage content generation and editorial quality

- Oversee and guide the creation of digital and written content that reflects Small Foundation's VMG and guiding principles - including storytelling, case studies, and multimedia content.
- Lead on high-quality copywriting and editing across all communications outputs, ensuring clarity, consistency, and alignment with Small Foundation's voice and tone.
- Manage relationships with external consultants, agencies, and freelancers (e.g., writers, designers, videographers, and digital producers).
- Ensure all communications comply with relevant legal, ethical, and brand standards, and that Small Foundation's communications policy and reporting procedures are up to date and understood by staff.
- In partnership with Ops, conduct annual risk assessments around Small Foundation's communications functions.

Oversee communications support to partners

- Manage and quality control the communications non-financial support (NFS) delivered to partners via Small Foundation's comms consultant and other partner intermediaries
- Identify, scope, and test new communications learning partners and service providers to enhance partner capacity if required.
- Design and oversee comms learning opportunities for partners to address shared challenges such as storytelling, digital engagement, and message strategy.



The Role



Lead communications around Small Foundation participation in events

- Plan and execute communications strategies and content around key events, such as the Small Foundation Partner Gathering, ensuring the generation and amplification of valuable content for Small Foundation and its partners.
- Support Small Foundation staff in effective message delivery at external events (in-person and online), including providing guidance on framing, positioning, and post-event amplification.
- Track and share lessons learned from Small Foundation's external engagement to strengthen influence and storytelling.

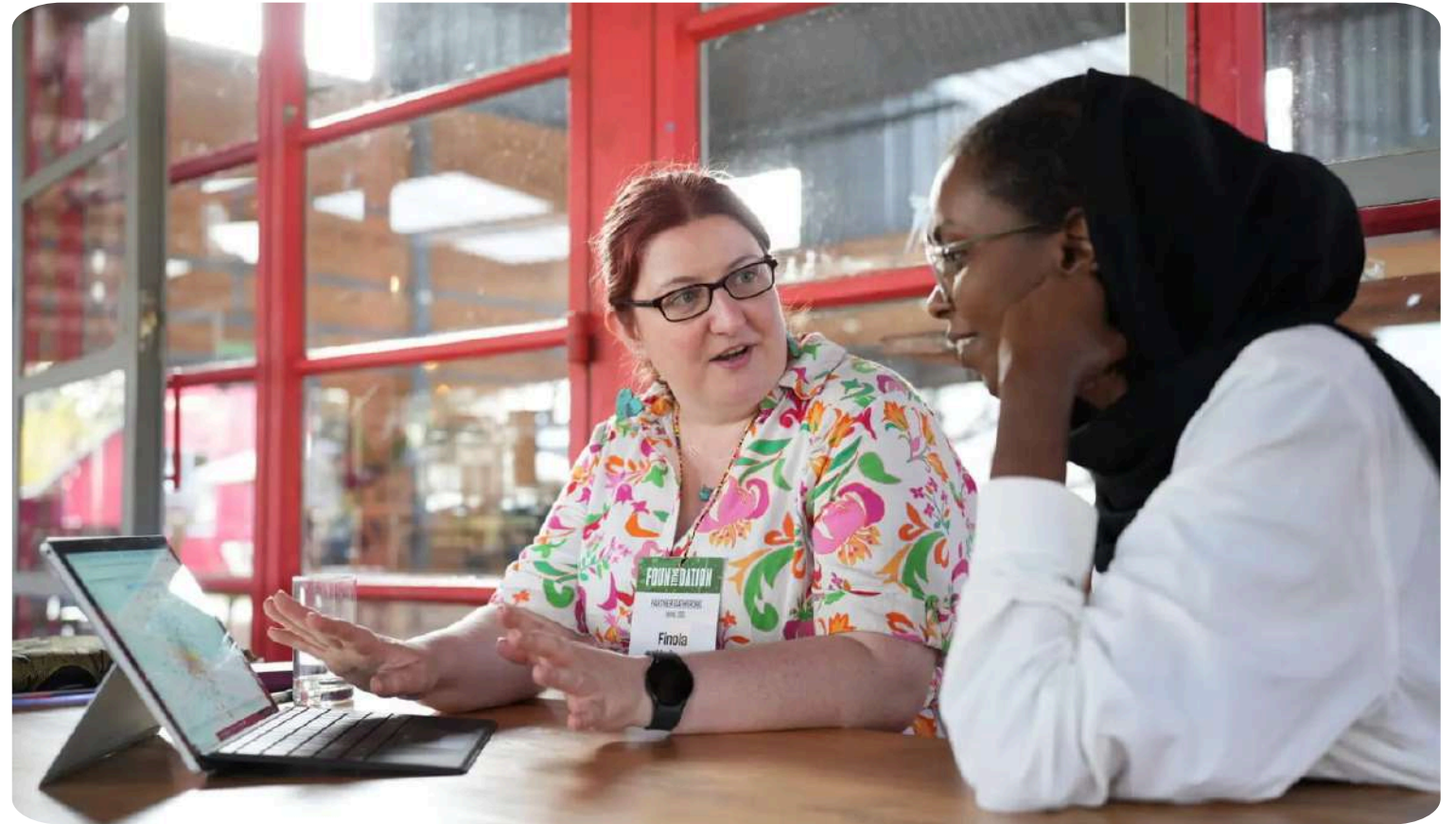
Manage communications practice resources

- Lead and support the communications team, including management of consultancy resources and oversight of comms-related outputs from the Ops Exec.
- Manage a flexible network of communications service providers (e.g., photographers, videographers, designers, web developers) to ensure timely, high-quality delivery.
- When required, deliver hands-on communications work, including content creation, copywriting, and campaign execution.
- Support team members in using communications tools and developing effective comms products (e.g., announcement posts, short videos, or social media updates).

The Role

Preferred Qualifications, Skills and Experience

- Demonstrated expertise in strategic digital communications, campaign planning, and message development.
- Strong skills in framing and positioning complex ideas for diverse audiences.
- Proven ability in copywriting, editing, and storytelling across formats (digital, print, video, and events).
- Experience in digital content creation, including managing multimedia production and social media strategy.
- Proficiency in analysing communications performance data and applying insights to improve outcomes.
- Experience managing consultants, vendors, and cross-functional teams in a dynamic, collaborative environment.
- Strong organisational and project management skills, with an ability to prioritise and deliver under pressure.
- Strong preference for candidates based in Africa, with substantial professional experience leading or delivering strategic communications work in African contexts.
- Experience working with African partners, audiences, media landscapes, or institutions, particularly on issues relevant to Small Foundation's vision, mission, and goals, is highly desirable.
- Experience and interest in engaging with and communicating about complex systemic issues.



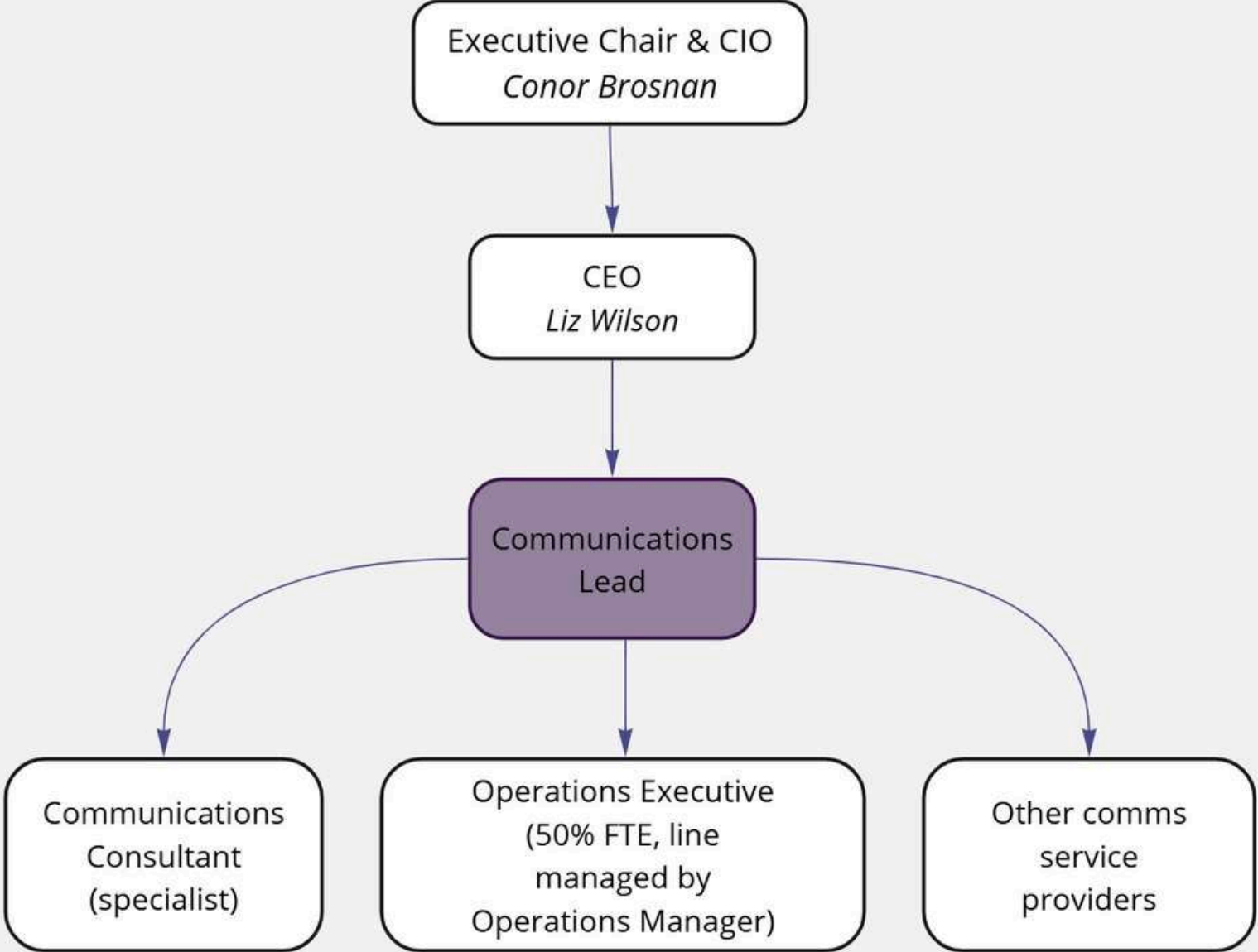
The Role



Location & Travel Requirements

- The Communications Lead will be based in either Nairobi (Kenya) or Lagos (Nigeria).
- International travel is expected to make up around 10-20% of the role.

Organisational Structure



Recruitment Process



The recruitment process is managed by Tafuta Associates, a boutique executive search firm based in Nairobi that specialises in equipping African impact investors, foundations, advisory firms and DFIs with the best senior talent.

- Long-listing will take place on an ongoing basis and those candidates selected will be informed and invited for a preliminary interview
- Final stage interviews will be conducted in person in Nairobi or Lagos
- References will be taken up before the final offer of employment is made

How to Apply

To apply for the Communications Lead role at Small Foundation, please complete and submit your application [**here**](#).

The deadline is Wednesday 29th April 2026 at 5:00pm WAT / 7:00pm EAT.