



**Transforming Africa's Sustainable Socio-Economic Development through Investment, Consulting, and Advisory.**

### **Junior Consultant (Information)**

#### **Department: Business Development, Strategy, HRM, Information (BSHI)**

PIF Africa drives Africa's sustainable growth through advisory, consulting, and investment — learn more at [www.pifafrica.org](http://www.pifafrica.org)

**Role Overview:** PIF Africa's Business Development, Strategy, HRM, Information Department team is seeking a Junior Consultant (Information) to support and strengthen its core mandate. The department's core mandates are supporting day-to-day brand and communications execution, content planning and publishing operations, social and traditional media management, media/information strategy support, reporting and performance awareness, PR visibility tracking, and communications risk readiness, which contributes directly to strategic goal of the organization and its clientele. The details of the deal candidate and what will be done is provided.

#### **Who You Are:**

- Education: ND/HND/Bachelor's degree (or equivalent experience) in Communications, Marketing, Media, PR, English, International Relations, Business, or a related field is helpful.
- Experience: 6–18 months exposure in content, communications, branding, marketing, PR, or digital media (this can include internships, volunteering, freelance work, student roles, or personal projects).
- Brand & messaging basics: understanding of brand tone, brand consistency, and how to apply simple brand guidelines across materials.
- Content operations basics: familiarity with content calendars, posting workflows, and content categorization by audience/channel.
- Basic analytics awareness: understanding common metrics (impressions, reach, engagement, clicks, traffic) and what they broadly mean.
- Basic SEO awareness: understanding titles, descriptions, tags/keywords, and why metadata matters for visibility.
- Content execution: ability to prepare, format, upload, and schedule content correctly across platforms (web and social).
- Organization: strong file management, naming discipline, version control habits, and ability to maintain trackers/logs cleanly.
- Writing & editing: clear writing, proofreading, attention to grammar, and ability to draft simple announcements using templates.
- Reporting: ability to update dashboards/reporting sheets accurately and summarize basic performance insights.
- Coordination: ability to follow up, track approvals, work with internal teams and external vendors, and keep records of correspondence.
- Quality checks: ability to run QA on content assets (links, tags, formatting, brand consistency) and spot errors quickly.
- Attention to detail and accuracy (especially links, spelling, formatting, tagging, and numbers).
- Reliability and ownership — completes tasks, follows through, and escalates issues early.
- Responsiveness and professionalism in a fast-paced environment with multiple stakeholders.

- Good judgment and confidentiality — understands what can/cannot be shared publicly.
- Growth mindset — open to feedback, willing to learn tools and improve execution quality.

#### **What You'll Do:**

- Support day-to-day brand and communications execution by preparing, organizing, publishing, and tracking content across digital and offline channels; ensuring reliability, responsiveness, and disciplined follow-through.
- Support brand consistency by applying brand rules (tone, visual identity, messaging) across materials; and promptly flagging inconsistencies or deviations for escalation.
- Support content planning and organization by maintaining content calendars; correctly classifying/tagging content by pillar, audience, and channel; and tracking deliverables and posting schedules.
- Handle social and traditional media management.
- Support design of media/information strategy and implementation.
- Support basic media intelligence and performance awareness by generating and assessing insights from social/website analytics for enhanced communications planning; conducting basic keyword research using approved templates; and applying basic SEO practices when uploading content (titles, descriptions, tags).
- Support planning and participation in conferences, seminars, memberships, awards and so on that are in line with the client's media and information strategy.
- Support content operations by uploading/scheduling posts and assets (articles, images, videos, documents) with correct formatting, metadata, and version control.
- Support campaign execution by coordinating with designers for media assets; resizing/renaming/organising files for platform requirements; tracking approvals; and ensuring only approved materials are published.
- Support dashboards & reporting by populating reporting sheets with performance metrics (such as impressions, reach, engagement, clicks, traffic); maintaining clean records; flagging anomalies.
- Support PR visibility tracking by maintaining a media coverage log (links, dates, publication details etc.); tracking mentions/features/interviews etc.; and supporting follow-ups using approved templates.
- Support social and event communications by assisting with posting, moderation, and basic community engagement; supporting branding/material logistics for events; and capturing simple event photos/videos/notes for content use.
- Support awards and public credibility tasks by collecting evidence for award submissions; maintaining a tracker of applications/deadlines/outcomes; and supporting fact-checking/documentation for public knowledge entries.
- Support communications risk readiness by maintaining logs of incidents/responses/lessons learned; updating crisis communication templates when instructed; and supporting monitoring of brand mentions during sensitive periods.

**Cross-Cutting Capabilities:** All PIF Africa Consultants, regardless of level or role, must demonstrate some core capabilities, kindly see link attached - [Here](#)

**Format:** Remote

**Why Join Us?** Kindly see link attached - [Here](#)

**How to Apply:** Interested candidates should apply [here](#). Kindly note, only shortlisted applicants will be contacted for the next stages of the recruitment process. PIF Africa is an equal opportunity employer / engagement entity and welcomes applicants from diverse backgrounds.

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#Sustainable Development #Consultant