

Job Title:	Brand Officer	Management Level:	Officer
Reports to:	Head, BMCC, TEF	Division/ Department:	MCC
Supervises:	Nil	Location	Lagos, Nigeria
Reference		Version	1.0
Job Purpose	The Brand Officer will support the development, execution, and stewardship of the Tony Elumelu Foundation's brand across all platforms. The role will help strengthen TEF's identity as Africa's leading philanthropy supporting entrepreneurship, ensuring consistent, compelling, and impact-driven brand representation aligned with the Foundation's mission and values.		
Key Roles & Responsibilities	<p>Brand Management & Strategy</p> <ul style="list-style-type: none"> Support the execution of the Foundation's brand strategy across all communication channels and programmes. Ensure consistent application of TEF brand guidelines across internal and external materials. Assist in safeguarding and enhancing the Foundation's brand reputation across markets. Support brand positioning initiatives that reinforce TEF's leadership in entrepreneurship, philanthropy, and impact. Act as a day-to-day brand quality controller, reviewing materials for visual, tonal, and narrative alignment. <p>Marketing, Communications & Storytelling</p> <ul style="list-style-type: none"> Support the development of brand-led content and campaigns that showcase TEF's programmes, entrepreneurs, partners, and impact stories. Assist in coordinating communication campaigns around programme launches, events, and key milestones. Support content development for reports, presentations, digital assets, and publications. Contribute to storytelling initiatives that highlight the Foundation's pan-African reach and outcomes. <p>Graphic Design & Visual Content</p> <ul style="list-style-type: none"> Design high-quality visual assets for digital and print materials, including social media content, reports, presentations, flyers, and event branding materials. Translate brand strategy and programme objectives into clear, compelling visual concepts aligned with organisational brand guidelines. Collaborate with communications and programme teams to deliver timely, visually consistent materials across multiple platforms. 		

	<ul style="list-style-type: none"> • Ensure quality control and brand consistency across all graphic design outputs, adapting designs for different formats and audiences as required. <p>Digital & Media Support</p> <ul style="list-style-type: none"> • Support brand presence across digital platforms, including website, social media, and owned channels. • Monitor media coverage and social conversations relating to the Foundation and its programmes. • Assist with media monitoring reports and brand performance tracking. • Work with internal teams and external stakeholders to ensure brand tone, visuals, and narratives are coherent and recognisable. <p>Stakeholder & Partner Engagement</p> <ul style="list-style-type: none"> • Liaise with internal teams, programme units, and external partners to ensure brand alignment. • Coordinate with creative agencies, designers, and vendors to deliver high-quality brand materials. • Support internal brand engagement initiatives to promote brand understanding and advocacy among staff. <p>Monitoring, Insights & Reporting</p> <ul style="list-style-type: none"> • Track brand performance metrics and prepare regular reports on brand and communication activities. • Monitor trends in philanthropy, entrepreneurship, and development communications to inform brand initiatives. • Support research and insights that strengthen the Foundation's brand relevance and visibility.
Job-Specific Competencies	<ul style="list-style-type: none"> • High attention to detail and strong execution capability. • Passion for entrepreneurship, development, and impact. • Creative, proactive, and highly organized. • Strong alignment with the Tony Elumelu Foundation's mission and values. • Ability to work across cultures and geographies in a fast-paced environment.
Organizational Competencies	<ul style="list-style-type: none"> • Integrity and Confidentiality • Accountability • Collaboration
Qualifications & Experience Required	<p>Key Requirements</p> <ul style="list-style-type: none"> • Bachelor's degree in Marketing, Communications, Branding, Mass Communication, or a related field. • Minimum of 5 years' experience in brand management, communications, or marketing, preferably within a foundation, NGO, development organization, or agency. • Strong understanding of brand management and purpose-driven storytelling.

	<ul style="list-style-type: none">• Excellent writing, editing, and verbal communication skills.• Strong coordination and stakeholder management skills.• Understanding of digital and social media platforms.
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Line Manager: _____

Human Resources: _____

CEO: _____