



Terms of Reference

Officer, Education and Youth Engagement

About AKFC

Aga Khan Foundation Canada (AKFC) is an international development organization and registered charity. AKFC partners with communities, businesses, and governments to find innovative, lasting solutions to promote inclusive development. Working in Africa and Asia, the Foundation invests in local institutions and systems that anchor progress over the long term. In Canada, AKFC mobilizes funding and expertise, and promotes awareness of global issues. AKFC is an agency of the Aga Khan Development Network, one of the world's most comprehensive development organizations. Since 1980, AKFC has helped millions unlock their own potential to build a better life.

Position Summary

As part of an ambitious suite of activities to engage Canadians in international development, AKFC offers learning, development, and engagement opportunities for educators and youth. This includes outreach and engagement through digital channels. The **Officer, Education and Youth Engagement** will play an essential role in facilitating community outreach efforts aimed at engaging educators and youth in international development initiatives, primarily through digital channels. They will be responsible for developing and implementing strategies to foster meaningful connections, raise awareness, and inspire action within these target audiences.

The position is anchored in the Public Engagement and Resource Mobilization department, reporting to the Manager, Education and Youth Engagement. The role is based in Ottawa and will require some in-office work, determined in consultation with supervisors and AKFC's flexible work policy. Support is provided for relocation if necessary. The salary range is between \$61,000 and \$65,000, alongside a competitive benefits package.

Responsibilities

- Develop and implement strategies to leverage digital platforms effectively, such as social media, websites, and online communities, to reach and inspire target audiences.
- Create engaging and compelling digital content, including social media posts, videos, graphics, newsletters, and articles, in-line with AKFC's editorial policy, to raise awareness and promote AKFC's initiatives among educators and youth.



- Establish and manage AKFC's social media outreach to educators and youth, including content scheduling, audience engagement, and performance tracking, to maximize reach and impact.
- Foster online communities of educators and youth interested in international development, facilitating discussions, sharing resources, and amplifying stories.
- Identify and cultivate partnerships with relevant organizations and stakeholders to amplify AKFC's community engagement efforts.
- Identify and manage relationships with content creators who serve as champions for AKFC's work.
- Monitor the performance of digital outreach initiatives, track key metrics, and analyze data to inform future strategies and optimize results.
- Provide training and support to educators and youth on how to effectively utilize digital tools and platforms for action and engagement in international development issues.
- Support participant recruitment efforts by leveraging social media to recruit diverse youth from across Canada to participate in AKFC's youth-facing initiatives and diverse educators from across Canada to participate in AKFC's professional development opportunities.
- Support reporting on activities related to community outreach and digital engagement, and feed lessons learned and audience feedback into future programming to ensure continued relevance and improvement of programming.
- Ensure that community engagement is conducted with safeguarding, diversity, equity, and inclusion in mind.

Qualifications & Experience

- Post-secondary diploma or degree in a relevant discipline such as communications, marketing, international development, education.
- Minimum of 3-5 years of experience in youth engagement, digital marketing, or related fields, preferably within the non-profit sector.
- Proven experience in developing and implementing digital outreach strategies and campaigns targeted at educators and youth.
- Demonstrated success in managing social media platforms, creating engaging content, and driving audience engagement.
- Proficiency in using digital tools and platforms, including social media (e.g., TikTok, Facebook, X, Instagram, LinkedIn), website platforms (e.g., WordPress), email marketing software (e.g., MailChimp), and analytics tools.
- Excellent verbal and writing skills with the ability to articulate ideas clearly, create compelling and effective digital content, including social media posts, blogs, articles, and newsletters, tailored to diverse audiences, and effectively convey AKFC's mission and objectives. French language skills considered a strong asset.



- Experience in building and managing online communities, fostering meaningful interactions, and facilitating discussions on relevant topics.
- Experience developing digital engagement safeguarding mechanisms for vulnerable populations.
- Demonstrated ability to identify and cultivate partnerships with organizations, content creators, and stakeholders to amplify outreach efforts and expand reach.
- Prior experience working with social media management software, such as Hootsuite and HeyOrca, considered an asset.
- Experience engaging with youth aged 12-18. Strong understanding of youth-friendly approaches to content co-creation, engagement, and programmatic design.
- Proven organizational skills, with the ability to manage multiple projects simultaneously, meet deadlines, and priorities.
- Strong analytical skills with the ability to track and interpret key performance metrics, conduct data analysis, and use insights to inform decision-making and optimize strategies.
- Flexibility and adaptability to work in a dynamic and evolving environment, embracing new challenges and opportunities for growth.
- Experience working with influencers/talent and managing contracts considered an asset.
- Ability to work collaboratively as part of a multidisciplinary team, contributing ideas, sharing expertise, and supporting colleagues to achieve common goals.
- Genuine interest in and commitment to international development issues, with a desire to make a positive impact and drive social change.
- Ability to travel within Canada, and work on evenings and weekends as required.

Apply

Qualified applicants should submit a cover letter, resume, and the names and contact information of three professional referees via email to akfc.hr@akdn.org indicating “Officer, Education and Youth Engagement” in the subject line. Applications will be reviewed on an ongoing basis. Short-listed candidates will be invited for an interview and asked to complete a written assignment.

Deadline for submissions: August 5, 2024

Only shortlisted candidates will be contacted. Applications will be reviewed on an ongoing basis. Please note that applicants must be eligible to work in Canada.



AKFC is committed to advancing gender equality and inclusion through our programming and operations in Canada and overseas. AKFC requires all employees to review and abide by the AKFC Gender Equality Policy.

AKFC recognizes the importance of safeguarding and is committed to ensuring it manages a wide range of risks such that beneficiaries, staff, other associates and the organization as a whole are kept safe from harm.

AKFC welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.