



Job Title: Outreach and Events Assistant

Type of Contract: Full Time

Department/Team: Marketing

Job Location: Nairobi, Kenya

Start Date: June 2019

About Moringa School

- Moringa School is transforming higher education in Africa, starting with software development. In our current program, we transform ambitious amateurs to coding professionals.
- We are a premier advanced immersive program, training exceptional full-stack and mobile Software Engineers. Moringa School is currently expanding rapidly into other courses and geographies across Africa and are looking for top talent to accelerate our growth.
- Moringa School was named one of the 'Top 10 Most Innovative Companies' in 2018 by Fast Company.

Our Mission

- Moringa School's mission is twofold:
 - To empower people &
 - To transform education through rapid-iteration teaching.

Our Culture

- Employees enjoy a fun, collegial startup environment
- You will be surrounded by talented, friendly, brilliant, & mission-driven professionals who work hard to provide the best student experience of its kind in the world.
- We are committed to employee health & wellness- we truly believe that you need to take care of yourself first.
- We understand the value in remote working & support it as needed.

Why We Are Hiring For This Role

The Outreach and Events Associate will have the responsibility to support the planning process and run the preparation and logistics by taking a mid- high level supportive role from inception to execution and measuring of the Events and Outreach activities.

The Outreach and Events Assistant role demands full availability to work on Saturdays, Sundays and on weekdays after office hours.



Responsibilities

Outreach

- Keep track and supervise levels of stock of swag and marketing collateral required for Outreach activities and anticipate coming production needs to coordinate with procurement and finance in line with procurement lead times.
- Support the Outreach Associate in implementing the set community outreach strategies targeting individual, private, corporate, school and other organizations.
- Support the Outreach Associate in identifying new potential outreach venues and communities, individual, private, corporate, school, universities and other potential partners that serve our needs of educating the community on what we do and increasing our brand awareness.
- Research and assist in developing plans for increasing Moringa School's brand awareness.
- Successfully manage the campus ambassadors program; communication, scheduling work plans, tracking and measuring their performance, keeping track of the expenses for monthly revision vs budget, and consolidating the data of leads to pass over to digital for subsequent email marketing.
- Weekly update of the Outreach Work-Plan, Outreach Tracker and Outreach Calendar to be shared with the Outreach Associate every Monday.
- Running outreach events in Moringa School's outreach channels.
- Actively take a learning approach in deriving a quarterly outreach budget reflected from the planned activities with guidance from the Outreach and Events Associate

Events

- Provide support to the admissions team by planning and executing successful application driving events as well as conversion events.
- Assist in the planning of the monthly Moringa School Open Day which must take place before each Prep In-take with a minimum of 60 attendees.
- Assist in the planning of the monthly Moringa School Coding Workshop which must take place before each Prep In-take with a minimum of 60 attendees.
- Supporting procurement process related to upcoming events; like food, marketing collateral and gifts for speakers
- Support all logistics and execution of events
- Weekly update of events work-plan, events tracker and an events outreach calendar for events leading up to Nairobi Tech Week which are to be shared with the Events Associate

Key Competencies

- Very strong work ethic
- Extremely organized
- Planning skills



- Passionate
- Professionalism
- Strong and Open Communication
- Community Driven
- Team worker

Key Performance Indicators:

- Number of quality leads from each event
- Quality of attendance (ensuring the attendees profile are actually the target audience intended for the event)
- Impactful events held every month that are relevant to the audience
- Increased Moringa School brand awareness among target audience
- Positive feedback on relationship with Moringa School from event partners
- Number of contacts collected after each event

Qualifications

- Relevant Degree/Diploma
- 6 months - 1 year work experience in events, community outreach and marketing is highly desirable
- Proven success in meeting and exceeding performance goals.
- Must have documented successful partnership cultivation experience
- Business Development skills is a plus
- Experience working in the tech ecosystem is highly preferred

Values Alignment: The Moringa Way

- Embrace **collaboration** (working together to complete a task or achieve a goal)
- Be **bold** (being daring and courageous)
- Have **humility** (acting without pride or arrogance)
- Celebrate **accountability** (taking responsibility for your actions and their outcomes)
- Have a **growth mindset** (believing that you and those around you have the potential to improve through intentional practice and feedback from others)
- Be **fun loving** (enjoying life in a lively, lighthearted way)

Career Growth & Development

We do not believe that an organization can grow without the growth & development of its staff. At Moringa, we are consistently building systems to invest in the growth of our employees. We are deeply invested in offering career growth within Moringa, provide actionable feedback through “weekly check-ins” & thorough career reviews.



We will work together with you to craft roles that both support the needs of the organization and that you can be passionate about.

How can you apply?

- You will need to email the following to Recruitment at joinus@moringaschool.com
 - Your CV
 - Subject Line: Application “Role name” (Your full name)