



## **AFRICAID SEEKS BOARD MEMBER WITH COMMUNICATIONS BACKGROUND**

*AfricAid, a 501(C)(3) organization, is seeking a new board member with a strong communications background to help grow the organization's work.*



### **About AfricAid**

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AfricAid mentors secondary school girls in Tanzania to complete their education, develop into confident leaders, and transform their own lives and their communities. We equip girls to overcome challenges and reach their full potential because educated girls create lasting positive change. The outcome is proactive, resilient, and socially-responsible girls who secure better jobs, raise healthier families, and increase the standing of women in society.

In 2019, AfricAid will serve over 6,000 girls through two extracurricular mentoring programs: Kisa Project and Binti Shupavu. Kisa Project is a two-year leadership course that prepares girls in their last two years of secondary school to attend university and create positive social change in their communities. Binti Shupavu is a four-year life skills course for lower secondary school girls covering topics such as study skills, personal leadership, health, and self-confidence with the goal of increasing graduation rates for vulnerable girls.

## **Why Does Our Work Matter?**

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In Tanzania, education literally can be the difference between life and death. And that is a frightening reality in a country where 95% of girls do not finish high school.

*For example:*

- Educated girls are three times less likely to contract HIV/AIDS
- Just one extra year of secondary education boosts a girl's earning power by as much as 25%
- A Tanzanian child has a 40% better chance of living to age 5 if his or her mother has just five years of education
- 98% of Kisa Project graduates enroll at a university (compared to the national average of 3%)

## **About the Board Position**

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AfricAid currently has 12 board members who are responsible for setting the direction of the organization. The board member with a communications background we are seeking would help to grow the work, reputation, and audience of the organization, serve as a member of the Advancement Committee, and would provide immediate value the organization.

*As a Board member with a Communications focus, this individual would:*

- Contribute to the organization's overall fundraising strategy, and the role of communications as part of that strategy
- Develop a media relations strategy, seeking high-level placements in print, broadcast, and online media
- Build connections, cultivate contacts, and provide expertise in areas of PR and marketing
- Provide support in building relationships with corporate partners
- Participate in creating and implementing strategies for list growth and increased engagement on social media
- Provide advice and feedback as needed on organization's day-to-day communications strategies and implementation (e.g., content development, website, social media, technology use, etc.)
- Mentor AfricAid's US-based Communications Director
- Serve on Advancement Committee

## **Board Appointments**

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Members are elected to the AfricAid board through an election process, including ratification by a vote of the full board. Members serve staggered three-year terms, and each member is expected to participate in four board meetings each year.

*Our expectations for board members include:*

- Agreeing to a "Give or Get" policy that strongly encourages board members to directly or indirectly be responsible for donations totaling \$5,000 annually
- Promoting and otherwise communicating AfricAid's mission and programs
- Participating in and/or fundraising for at least one AfricAid event per year (e.g., Art and Soul)
- Attaining a good understanding of AfricAid's programs, finances and operations
- Understanding and honoring the policies and procedures that govern AfricAid
- Following AfricAid's board member policies, including respecting confidential information and conflict of interest disclosure procedures
- Attending 75% of Board meetings
- Participating in 1 (or more) committee(s)

## **To Apply**

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Please send your resume and a cover letter explaining your interest in Board membership with AfricAid to Ashley Carter (Founder and Board Member) at [ashley@africaid.org](mailto:ashley@africaid.org).