

Communications and Marketing Officer

Permanent position based in Paris. Start date as soon as possible

Do you want to work in an international environment with a focus on developing countries? Do you like writing content, being creative and using social media? Then Advans may have the position for you! In joining the Marketing and Communication's team, you will help promote the Advans brand, through the implementing of the Advans Group's communication strategy, manage Advans presence on digital platforms, analyse the impact of Advans communication campaigns.

What will your role be?

You will:

Support the implementation of the Group's external communication strategy

- ✦ Compile, edit and publish all official communications on behalf of Advans including annual reports, newsletters, press releases and blogs
- ✦ Create innovative content (including visuals) to support communication across different channels
- ✦ Maintain, moderate and feed social media channels, contributing to the development of Advans online presence and the increase of our social media impact
- ✦ Create and upload content for the group website
- ✦ Enforce brand guidelines for all communications, at group and affiliate level
- ✦ Support affiliates in their communication plans and in the development of marketing and communication materials
- ✦ Analyse and monitor the impact of group and affiliate communication campaigns according to targets and channels

Support the Marketing team

- ✦ Help with studies to analyse brand awareness, image and notoriety
- ✦ Help with the collection, analysis and reporting of data on Advans clients
- ✦ Help with the writing of grant proposals for external partners

Reinforce Social Performance Monitoring at group level

- ✦ Aid with the collection of social performance data and reporting
- ✦ Monitor and follow up on social performance action plans in affiliates

What kind of profile are we looking for?

You have a BTEC or higher education diploma/degree in communication, marketing, journalism, arts/humanities or other relevant field and two years of professional experience. You are interested in the microfinance sector and Advans' mission. You have:

- ✦ Excellent writing and editing skills in both English and French
- ✦ A strong sense of creativity
- ✦ Excellent presentational skills and an eye for detail
- ✦ Good communication and organisation skills
- ✦ Good IT and MS Office skills, knowledge of Adobe Suite a plus
- ✦ Experience in social media management and websites (a plus)

What can Advans offer you?

With your creativity and ideas, you will be able to help us put our plans into action and contribute to the general development of the Advans Group. You will:

- ✦ Gain valuable experience, in a tightly knit team
- ✦ Have the chance to work with seasoned professionals who are passionate about what they do
- ✦ Discover the microfinance sector, an important motor for social and economic development
- ✦ Evolve in an international environment with a focus on developing countries

Does this sound like you? You might just be the new team member we are looking for!

Apply now: <https://www.advansgroup.com/join-our-team/current-vacancies/>

Want to know more about Advans?

Advans is a leading microfinance group established in 2005. Advans mission is to respond to the need for financial services of small businesses and other populations who have ill-adapted, limited or no access to formal financial services. The Advans Group currently spans nine countries: Cambodia, Cameroon, Ghana, the Democratic Republic of Congo, Côte d'Ivoire, Pakistan, Nigeria, Tunisia and Myanmar. As at end June 2018, the group served more than 800,000 clients and employed more than 6,500 staff. Headquartered in Luxembourg with support services in Paris, the group's shareholders are EIB, KfW, FMO, CDC Group plc, FISEA (AFD Group) and IFC.