

Job Description

Communication Consultant

Organization Overview

Tostan is a 501(c)(3) non-profit organization based in Dakar, Senegal, currently operating in five West African countries. At the strategic level, the organization is committed to continuing to develop its core competency of empowering education, and to document and scale the sustainable impact it creates on a range of issues. Tostan's flagship model, the three-year Community Empowerment Program (CEP) has already reached thousands of communities in West and East Africa since 1991. Results in governance, education, health, economic empowerment and the environment are currently being monitored, and Tostan is particularly proud to have played an important role in the large-scale empowerment of women and girls and in community abandonment of harmful practices such as female genital mutilation and child marriage. As part of its [strategic engagement plan 2023-2030](#), Tostan focuses on strategic scaling. The organization is developing new implementation strategies to support community leadership by unlocking broader systemic changes at the regional level. It also creates new models for sharing and replicating its programs with other development partners and expands its capacity to share Tostan's global approach to support and influence a range of local and global audiences. For more information, please visit : www.tostan.org

Position Description

Under the supervision of the Head of Communication and in close collaboration with the Partnerships Department teams, the Communications Consultant is responsible for implementing and monitoring Tostan's communication strategies, with a particular focus on specific stakeholders (philanthropy, institutional partners, etc.).

With a strong emphasis on digital communication and email marketing, the consultant will bring creative ideas to strengthen Tostan's presence and reputation across digital platforms. The role will also involve identifying innovative opportunities to amplify Tostan's messages to priority audiences, while ensuring that the voices and leadership of the communities we work with remain central to all communication efforts.

Duties/Responsibilities

The Communications Consultant will be responsible for:

- Manage Tostan's Influencing and Resource Mobilization Campaign (End of Year Campaign, 16 Days of Activism...)
- Publish engaging content regularly, tailored to each platform's unique characteristics and audience preferences to maintain a consistent and strong online presence (social media and website)
- Actively manage and nurture the online community by regularly engaging with audiences through comments, direct messages, and real-time discussions to strengthen stakeholder engagement and build lasting relationships
- Contribute to the development of institutional communication materials for Tostan

- Develop and execute comprehensive 360-degree communication plans for both virtual and physical events organized by Tostan
- Ensure strategic alignment of messaging across all communication channels
- Oversee the production and distribution of Tostan's quarterly newsletters, ensuring content quality and relevance for donor audiences
- Maintain consistent brand voice and messaging standards
- Plan and coordinate media engagement activities including interviews, broadcast appearances, press releases, press trips, and other media opportunities involving Tostan's staff and partners
- Produce a diverse range of external communication materials including blog articles, press releases, official statements, and other content designed to strengthen Tostan's engagement with donors, institutional partners, and key stakeholders
- Monitor ecosystem developments and external trends to identify strategic communication opportunities for Tostan's leadership team
- Provide regular insights and recommendations based on market analysis and competitive landscape assessment

Key Relationships

Direct line Manager :Head of Communications

Supports : Communication Team, Partnerships department sub teams.

Localisation: Thies, Senegal

Key qualifications required:

Education:

- Bachelor's Degree in Communication or similar advanced degree in relevant discipline preferred.

Language skills:

- Fluency in French (oral and written) is required;
- Fluency in English (oral and written) is required (C2 level).

Knowledge and Experience:

- at least 5 years of relevant experience in institutional fundraising, proposal writing, or donor reporting in an international NGO context.
- Proven track record writing successful proposals and reports for major donors (e.g., UN agencies, foundations, bilateral agencies).
- Deep commitment to community-led development and Tostan's mission and values
- Strong computer literacy and skill in using the internet for research

Soft skills (characteristics)

- Enjoy working within a small NGO environment that is mission-driven
- Experience writing on cross-cutting themes such as gender equality, youth engagement, economic empowerment, etc.
- Familiarity with donor reporting formats and terminology (e.g., logframes, results-based reporting)
- Comfortable working independently and in a team environment
- A team player with a willingness to support team members;
- Must be able to work under pressure at times to handle a wide variety of activities;
- Solutions orientated;
- Very strong interpersonal skills and the ability to build relations with diverse stakeholders.
- Organized, detail-oriented, and flexible

Type of contract: local contract

Submission deadline: September, 17th 2025

Our team is made up of people who strongly believe in Tostan's mission to empower communities to develop and realize their vision for the future and inspire large-scale movements towards dignity for all.

Vision, Mission, Values, Problem definition



How to apply:

Send your resume, cover letter with expected monthly compensation by email to procurement@tostan.org. Please send an email with " Communication Consultant " quoted in the subject line. Incomplete applications will not be considered.

Tostan is an equal opportunity employer. We evaluate all applications in accordance with legal standards and without regard to race, religion, age, gender, origin or disability.