



**Dakar American University of Science & Technology**

Dakar / Somone

Educating the next generation of Engineers, Inventors, and Innovators

[www.daust.org](http://www.daust.org) / [info@daust.org](mailto:info@daust.org) / [@daustofficial](https://www.instagram.com/daustofficial) / +221 33 958 5270 / +221 77 162 6223

## Communications Officer

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Applications are invited for **Communications Officer** available starting in **March 2019** at Dakar American University of Science & Technology (DAUST).

Newly established Dakar American University of Science & Technology provides instruction and research for undergraduate and graduate students in fields of engineering and technology. Officially approved to open on January 1, 2017 by the Senegalese Ministry of Higher Education and Research, DAUST, located in Somone (about one hour and a half south of Dakar), is a research university of academic excellence.

The goal of DAUST is to prepare and train motivated individuals for careers in engineering and technology. DAUST offers a highly personalized setting that prepares students to become engineering professionals capable of developing technological solutions to Africa's societal needs and challenges.

We are looking for an **enthusiastic and experienced Communications Specialist** to manage our external and internal communications, to create and implement communications strategies that further our goals. Applicants should be excited about developing and implementing plans to engage target audiences and spread the message about DAUST. You will promote a positive public image and control the dissemination of information on DAUST's behalf. Phenomenal communication and copywriting skills make a strong communications specialist. The ideal candidate should have a proven track record of success in the communications sector or related fields, as well as excellent written and verbal communication skills. Preference will be given to those who also have experience and skills in Digital Marketing.

### Responsibilities

You are expected to:

- Develop effective corporate communication strategies
- Set and implement social media and communication campaigns to align with marketing strategies
- Provide engaging text, image and video content for social media accounts and DAUST website
- Respond to comments and customer queries in a timely manner
- Manage internal communications (memos, newsletters etc.)
- Organize initiatives and plan events or press conferences
- Liaise with media and handle requests for interviews, statements etc.

### Requirements

- Proven experience as communications specialist
- Experience in web design and content production
- Solid understanding of project management principles
- Working knowledge of MS Office; photo and video-editing software is an asset
- Excellent communication (oral and written) and presentation skills
- Outstanding organizational and planning abilities
- Proficient command of English
- BSc/BA in public relations, communications or relevant field

- Attention to detail and ability to multitask

**Compensation:**

Salary is highly competitive and commensurate with experience and accomplishments.

**Application Procedure:**

Submit a Cover Letter (Firstname\_Lastname\_Cover\_Letter.pdf) and a CV (Firstname\_Lastname\_CV.pdf) to [info@daust.org](mailto:info@daust.org).

**Review of applications will start immediately.**

**For more information about DAUST, please visit: <http://daust.org/>.**