ROLE DESCRIPTION · OPEN PROJECT ROLE

Communications & Social Media Lead

Tells the story before, during and after each gathering, across social media, email and the press.

ENGAGEMENT	AREA	REPORTS TO	LOCATION
Project-based	Communications	Founder & Chief Executive Officer	Nairobi, Kenya, and event locations

About the role

You plan and deliver the communications that bring people to our gatherings and carry their impact further. You write, schedule and cover events live, always in our voice and within what has been approved.

What you will do

- Plan communications calendars for each event and for the company.
- Write and schedule social media posts, newsletters, announcements and web copy.
- Cover events live, including posts, stories, short videos and speaker highlights.
- Coordinate with photographers, videographers and designers on assets.
- Prepare press releases and media notes for approval.
- Track reach and engagement and summarise results after each campaign.

What you bring

- Experience running social media or communications for an organisation, event or campaign.
- Excellent writing and an eye for tone, accuracy and detail.
- Confidence with the main platforms, scheduling tools and basic content creation.
- Sound judgement about what can be shared publicly and when.

Good to have

- Live event coverage experience.
- Media relations or press experience.

How we work together

This is a project-based engagement, not employment. For each project we agree the scope, dates, deliverables and fee in a written engagement letter before any work begins. Fees depend on the project and are confirmed in that letter.

Everyone who works with us follows our Rules of Engagement: thegatheringandco.online/downloads/roles/rules-of-engagement.pdf

How to apply

Go to **thegatheringandco.online/work-with-us**, choose **Communications** as your area and tell us about your experience and availability. Include a portfolio or LinkedIn link if you have one. You can also email **info@thegatheringandco.online** with the subject "Communications & Social Media Lead".