

Role: Content Lead, Development & Management

Location: Ghana, Accra

Overview:

Eneza Education is an edtech company that is on a mission to provide educational content to **50 million learners** in Africa. With over **200,000 active learners** on our platform, we provide content via SMS, USSD and web applications. We are currently in Kenya, Ghana, Ivory Coast, Zimbabwe and Tanzania.

We have the position of a **Content Lead, Development & Management** available in our Ghana office and we are looking at working with individuals who have the passion and the right mindset to join us on our journey to providing low-cost access to educational content.

The content lead reporting to our Learning & Content Research Specialist, will be responsible for ensuring that we have amazing and relevant content for our users in Ghana. The content focuses on in-school content for Primary, Junior High and Senior High School that conforms to the Ghana Education Service Standards. We also provide content in health, finance, agriculture and adult literacy.

Working to release content that will get B2C customers and consumers to enjoy and bond with our product **increasing recurring revenue** as well as providing our B2B clients with a holistic learning platform that will meet their needs **increasing sales with our B2B clients**. Content consumption is fundamental to revenue growth.

Responsibilities:

- Managing our team of content creators and content partners, working with them to develop content for our learning platform. Ensure we have a continuous flow of relevant content for our end users and clients within Ghana.
- Providing continuous feedback to content creators on their creations and working with them to release content in a timely manner. Conducting quality assurance and making sure content meets our standards
- Understanding learning patterns; this will allow you to focus on releasing content that will get our customers learning. Getting our content approved by the relevant body is a must for Eneza.
- Working closely with the sales and marketing teams to determine content delivery dates and communications to consumers and customers. Making sure content publication and availability is tied to marketing initiatives.
- Conducting User Acceptance testing with our product team ensuring that content delivery meets the expectations set and at the same time hitting learning goals.
- Working closely with the appropriate bodies in validation and approving our published content on a quarterly basis.
- Evaluating the performance of the content creation team, identifying star creators.

- Continuously looking out for and recruiting good content creators, interviewing and onboarding them through workshops and period trainings for existing creators
- Conducting content creation workshops and ensuring the successful onboarding of content creators.
- Reporting on content metrics, creations, publications and consumption together with failure rates.

Skills

- Must be able to lead the proofreading and publication an average of **500 lessons** on a monthly basis
- Must have a good relationship with the GES and or the Ministry of Education.
- Must be able to evaluate learning patterns and determine content needs.
- Must have a degree, ideally in Education, English or equivalent
- Experience in content creation and management is critical to the role.
- Ability to build and manage relationships with teachers and other creators
- Ability to pick out grammatical errors and working with others to make the necessary corrections
- Ability to work under pressure and delivering on time
- Clear in communication and proficient with MS Office. Excel proficiency is a must.

To apply for this post, [click on this link](#). For inquiries, email: rudolph@enezaeducation.com