

Job title	Impact Storytelling and Outreach Manager - EdTech Project
Reports to	<i>CMU-Africa Director</i>
Start Date	<i>ASAP</i>
Location	<i>Kigali, Rwanda</i>

About the Job

CMU-Africa seeks a passionate and experienced Impact Storytelling and Outreach Manager to join our Learning Science for Innovators (LSFI) team, working with EdTech Hubs to manage and implement storytelling projects about education technology and research. The EdTech Project, in partnership with the Mastercard Foundation, aims to enhance educational technology products for Africa by training EdTech entrepreneurs and their staff in learning sciences and learning experience design. The Impact Storytelling and Outreach Manager will be responsible for articulating and sharing successes and experiences of project stakeholders who are creating technology products for the African educational context. Additionally, this person will support Carnegie Mellon University teams at CMU-Africa and our Pittsburgh campus in the production of high-quality learning experiences using multimedia and writing projects to elevate learning tools. This role will report to the CMU-Africa Manager.

About Carnegie Mellon University

Since its founding in 1900, Carnegie Mellon University (CMU) has been a birthplace of innovation. Ranked #1 in Computer Science and #4 in Engineering by U.S. News & World Report, CMU is dedicated to producing creative and technically strong engineers who have a meaningful impact on their communities and accelerate positive technological change in the world. In 2011, CMU extended its global footprint into Africa as the Regional Center of Excellence for ICT based in Rwanda and the anchor tenant of Kigali Innovation City. In a region booming with opportunities, CMU is the only U.S.-based research university offering its master's degrees with a full-time faculty, staff, and operations in Africa.

About the EdTech Project

This project aims to enable demand-driven technology innovations that close the gap in access, quality, and relevant learning for the most underserved learners across populations on the African continent. The Mastercard Foundation is collaborating with a set of 12 Tech Hubs who will grow an innovation ecosystem by hosting and supporting educational technology entrepreneurs from across the continent. In this program, there is a unique and timely opportunity for world-renowned learning science faculty at Carnegie Mellon University to help to increase the quality and relevance of those educational technology innovations by supporting the Tech Hubs and their EdTech entrepreneurs fellows in deepening the skills

and knowledge of the science behind learning through a set of coordinated training and mentoring activities, including

1. In-person and online deep dive workshops with EdTech Hubs
2. Online certificate program in a variety of Learning Sciences topics
3. Online mentoring and office hours with CMU faculty in Africa and Pittsburgh
4. Novel research and knowledge creation together with Hub staff and entrepreneurs

As the project scales, 12 Tech Hubs will enroll 12 EdTech Fellows and their teams every year for 3 years in an acceleration program that supports entrepreneurs to improve the learning outcomes of their EdTech products and other aspects of their business. Data will be collected throughout the program to be analyzed to produce informative research. The novel research and knowledge dissemination will contribute to the learning science in Edtech and importantly to the improvement of EdTech products that deliver high quality education on the African continent.

The Role

As Impact Storytelling and Outreach Manager, you will work closely with the LSFI team to ensure high-quality internal and external outreach through storytelling, media production and compelling narrative development. While specific responsibilities vary, they will include, but not be limited to, the following:

Duties and responsibilities:

- Lead the content development of the LSFI project website, social media channels, project stories/blog, as well as other marketing and branding materials.
- Collaborate across EdTech Hubs to promote LSFI offerings as key supports for the development of successful learning tools that are culturally relevant in African educational contexts. This includes supporting the production of evidence-based reports for project participants and funders.
- Manage promotion for events, learning opportunities, meetups, and storytelling campaigns. This includes collaborating with Hubs, Fellows, and the Mastercard Foundation, as well as other critical stakeholders on the project.
- Produce branded, professional video, motion graphics, and interviews for marketing and capturing program impact.
- Manage external narratives on channels like project websites, LinkedIn, and handle media relations, writing copy for company newsletters or memos and adhering to brand guidelines when publishing content and marketing materials.
- Create an outreach strategy and implement timely and professional internal and external initiatives.
- Liaise with Learning Engineers to help produce and manage digital assets by request, including course visuals, audio, video recordings, podcasts; obtain media releases as needed.

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- Meet accessibility guidelines and language localization requirements across assets and channels.
- Maintain the CMU and project's brand reputation, as well as the brands of collaborators, including overseeing marketing materials, coordinating campaigns, and tracking success.
- Evaluate outreach initiatives and campaigns to determine their effectiveness and identify areas for improvement
- Develop reporting strategies to measure outreach and narrative impacts, including engagement, reach, and impressions

Education and experience

- Bachelor's degree in writing, media production, advertising/ marketing, journalism, education, or other related fields.
- Strong portfolio demonstrating culturally relevant writing and outreach examples.
- Media production skills including film, motion graphics, audio and video editing.
- Graphic design experience with a visual command of color use, typography, iconography and information visualization techniques
- Experience working in outreach and education in the African context.
- Experience working on multicultural and multilingual teams
- English fluency; excellent written and verbal English skills. Knowledge of additional languages is an added value.
- Proficiency in front-end technologies (HTML5, CSS3, JavaScript) and production tools (Figma, Framer) a plus

To apply

If you are an experienced Impact Storytelling and Outreach Manager with a strong commitment to enhancing educational technology across Africa, we encourage you to use this link to send your application through the below link by August 31, 2026. Applications should include a cover letter with your motivation for applying, a comprehensive resume/CV, and a portfolio showcasing your work. Applications will be reviewed on a rolling basis.

Application Link: <https://www.africa.engineering.cmu.edu/about/careers.html>