



Job Title: Sales and Communications Officer
Department: Programmes
Reporting To: The Programme Coordinator
Minimum Qualification: Diploma
Location: Jos, Nigeria
Type: Fixed Term Contract (Full-Time)

Background

The [Custodians of African Literature Initiative \(COAL\)](#), is a nonprofit committed to empowering children and youth in underserved communities through grassroots education and creative arts. Working closely with communities, we believe that lasting change begins with local skills, ideas, and early investment in children and young people. By strengthening access to education and fostering creativity for social change, we invest in grassroots education initiatives to accelerate education for underserved children, and work with youths to create social change. We are local by design with a global outlook, COAL creates safe, inclusive spaces where learning and creativity thrives, especially where opportunities have been hardest to reach.

Why Join Us?

If you're energized by stories, books, youth creativity, and community events, COAL gives you room to bring that to life. You'll help turn programmes into moments people remember through content, events, and platforms that inspire participation and possibility. COAL is a great place to grow if you're curious and hands-on. You'll build strong skills in communication, content, community engagement, and programme support, while working with creative people and learning how grassroots change is designed and delivered.

Role Overview

The Sales and Communications Officer will manage COAL's bookstore operations and drive book sales, while also leading day-to-day content creation, media campaigns and social media management. This role is practical and performance-driven, combining sales coordination, customer engagement, and storytelling that strengthens COAL's public presence and supports its mission. The ideal candidate is organised, proactive, conversant with digital tools, and able to communicate clearly and professionally.

Key Responsibilities

A. Bookstore Management and Sales Growth

- Oversee COAL's online bookstore operations by keeping listings accurate and appealing, responding promptly to customer enquiries across all channels, and converting interest into sales through consistent promotions and follow-up on social media and WhatsApp. Manage the full order cycle, processing purchases, coordinating packaging and delivery, and keeping customers updated while tracking inventory, maintaining accurate stock and sales records, and flagging low-stock items early. In addition, plan and execute advocacy campaigns, online chat series and in-person book drive events and periodic sales campaigns (e.g., discounts and bundle offers), and produce regular reports on sales performance, best sellers, and customer trends.

B. Social Media Management and Content Creation

- Plan and publish consistent content across COAL's platforms, creating engaging posts and assets (captions, short videos, reels, flyers, stories, and graphics using Canva and related tools) that promote both bookstore sales and COAL programmes. Maintain a content calendar and approvals workflow, manage community engagement by responding to messages and moderating discussions, document activities through photos and short videos, and track performance insights (reach, engagement, clicks, enquiries) to improve results.

C. Advocacy and Communications Support (Internal and External)

- Support annual advocacy campaigns such as the International Awareness Day for Avoidable Deaths (IAD4AD) and COAL's monthly chat series *Between the Lines* (BTL) etc.
- Support internal and external communications by drafting programme updates, event announcements, short reports, press notes, and partner emails, while strengthening COAL's storytelling through collecting quotes, short interviews, and beneficiary stories (with consent). Ensure all communications are accurate, aligned with COAL's tone and values, and comply with safeguarding standards.

D. Programme and Event Support (as needed)

- Provide on-the-ground support for COAL events and programme activities by handling registration, attendance tracking, coordination on the day, and basic documentation. Assist with logistics for book-related and community events such as readings, open mic sessions, and book drives as assigned.

Eligibility Criteria

- Minimum of a completed diploma; university graduates are welcome.
- Based in Jos and able to work consistently from Jos, Plateau state.
- Proficient in spoken and written English.
- Conversant using a laptop and basic digital tools (email, Google Drive, Microsoft Office).
- Willingness to learn, take feedback, and work within deadlines

Desirable Experience

- Experience selling via WhatsApp, Instagram, Facebook Marketplace, or managing online store pages.
- Experience in development communications and storytelling
- Experience in content creation (short videos, reels, basic design).
- Experience working in a bookstore, publishing, education, or nonprofit communications is an advantage.
- Experience supporting events or community programmes.

Personal Attributes

- Organised, reliable, and proactive.
- Friendly and professional with customers and partners.
- Able to work across tasks and meet deadlines.
- Creative, curious, and eager to improve.
- Comfortable working in a small team with accountability.

What We Offer

- Pension contributions in line with applicable policy and statutory requirements.
- Annual leave (paid) and public holidays in line with COAL policy.
- Remote/hybrid working arrangements where feasible and agreed with the supervisor.
- Work tools and resources needed to perform the role (e.g., laptop and relevant software/access).
- A supportive, mission-driven team environment with opportunities to learn, grow, and take ownership

Equal Opportunity

COAL is an equal opportunity employer and does not discriminate in its selection and employment practices on the basis of race, colour, religion, sex, national origin, political affiliation, sexual orientation, gender identity, marital status, disability, genetic information, age, membership in an employee organization, or other non-merit factors. *Qualified women are strongly encouraged to apply.*

How To Apply

To apply for this role, [fill this form](#) and attach your CV and a creative portfolio with verifiable links to your work by 2nd February 2025.