

MILLAR CAMERON

HONORIS UNITED
UNIVERSITIES
*DIRECTOR,
COMMUNICATIONS &
INVESTOR RELATIONS*

PEOPLE . PASSION . PERSISTENCE



ABOUT *HONORIS UNITED UNIVERSITIES*

Honoris United Universities is the first and largest pan-African private higher education network committed to educating the next generation of African leaders and professionals. It delivers 'education for impact', regionally in a globalized world. Backed by global emerging markets investment firm, Actis, Honoris is an ambitious, rapidly expanding and dynamic organisation which values collaborative intelligence, cultural agility and mobile mind-sets and skills. Honoris joins the expertise of its member institutions to develop world-class African human talent that is competitive in today's fast-paced, demanding and increasingly digitised labour and start-up markets.

Honoris United Universities gathers a community of 57,000 students on 70 campuses, learning centres and via on-line channels in 10 countries and 32 cities. The network counts 14 institutions: multidisciplinary universities, specialized schools, technical and vocational institutes, contact, distance, and online institutions. Students have an opportunity to experience exclusive partnerships and exchange programs in more than 85 universities across Europe and the United States. Over 300 degrees are offered in Medicine, Health Sciences, Engineering, IT, Business, Law, Architecture, Creative Arts and Design, Media, Political Science and Education.

Financed by patient capital and led by a team of experienced executives with backgrounds in the international education sector, Honoris has a well-developed pipeline of acquisitions in Africa that will further expand its geographical presence, educational offering and student community.

Honoris United Universities
www.honoris.net





DIRECTOR, COMMUNICATIONS & INVESTOR RELATIONS *HONORIS*

THE ROLE: DIRECTOR, COMMUNICATIONS & INVESTOR

MAIN RESPONSIBILITIES

The Director, Communications & Investor Relations' primary responsibility is for the definition and implementation of Honoris' public relations, communications and investor relations (IR) plan. This will support the network's strategy and position it as the African benchmark for high quality, accessible private education.

The Director, Communications & IR will run the Press Office and will support the Executive in their role as spokespeople for the group. They will also establish appropriate channels for communication with a broad range of stakeholders from investors, regulators, education authorities,

strategic partners, local Honoris institutions as well as employers and of course, students, who are at the heart of all that Honoris does.

The Director of Communications & IR will also play a leading role in communicating Honoris' values and value to those organisations championing the impact of education on the Continent as well as providing direction and support to the Communications teams of individual Honoris universities.

Additionally, the Director, Communications & IR will support the CFO to develop a

proactive investor relations programme that will help maximise the company's short and long term shareholder value. They will develop relationships with analysts, investors and the media, ensuring a compelling and consistent message that builds positive sentiment and helps drive profile, reputation and value.

Although this appointment covers both Communications and IR, the majority of time will be spent on the former, working with the leadership team to bring quality and consistency to the communications and public relations activities of the Group and its individual universities.

DIRECTOR, COMMUNICATIONS & INVESTOR
RELATIONS *HONORIS*

REPORTING TO:
CHIEF GROWTH & STRATEGY
OFFICER WITH A DOTTED LINE TO
THE CFO

LOCATION:
TUNISIA, MOROCCO OR
SOUTH AFRICA

SALARY:
COMPETITIVE SALARY, BONUS
AND BENEFITS

TRAVEL:
THE DIRECTOR OF
COMMUNICATIONS & IR WILL BE
REQUIRED TO TRAVEL ACROSS
AFRICA AND INTERNATIONALLY

START DATE:
2021

THE ROLE: DIRECTOR, COMMUNICATIONS & INVESTOR RELATIONS

DIMENSIONS OF THE ROLE

As part of a close-knit Management Committee, the Director of Communications & IR will contribute to the overall direction of the business and will have the following specific responsibilities:

Communications

- Public Relations – defining and executing the group's PR strategy to position it as the benchmark for high quality, accessible education in Africa
- Content Development – creating, collecting and communicating multimedia editorial content for use internally and externally. Monitoring institutional communications and developing compelling press packs
- Leadership Communications – support the CEO and key executives with internal and external communications, preparing content, lines to take and rehearsing Q&A
- Profile Building – work closely with Marketing and Press teams on their communications projects, monitoring content and measuring effectiveness
- Media Relations – managing media relationships, organising media relations events, press trips and conferences and monitoring university media output for compliance and quality
- Crisis Management – supporting executives in responding to unforeseen events
- Partnership Development – developing the partnership framework and leading, developing and reporting on the progress of relations with key partners. Promote partnerships internally and externally and prepare the annual impact report supporting the Education for Impact objective
- Events – identify, attend and sponsor relevant educational conferences, managing themes and content to extend the brand narrative. Oversee signature events in each market



THE ROLE: DIRECTOR, COMMUNICATIONS & INVESTOR RELATIONS

DIMENSIONS OF THE ROLE CONTINUED

Investor Relations

- Communicate Honoris' business model, strategy and financial and operational objectives to investors or potential investors
- Coordinate Board meetings, quarterly reviews and communication activities including drafting scripts/presentations, Q&A and preparing executives for interview
- Develop a communications strategy for a broad group of stakeholders, refining key messages for annual reports, quarterly updates, analyst briefings, website content etc
- Work with senior executives to rehearse them for investor contact, preparing messages and anticipating potential questions
- Foster analyst relations and maintain consistent, regular communication through a series of events, visits, briefings and one to one calls that maximise the impact of management time

- Develop an understanding of the key valuation methods and models and identify areas that require management attention
- Monitor investor and analyst sentiment informing management of investor reaction to market changes
- Conduct competitor research and report on key strategic differences or changes
- Support management with a proactive investor targeting programme to enable investor diversification. Support management in presentations to prospective investors

Management & Supervisory

- The Director of Communications & IR will manage a team of direct and in-direct reports as well as a number of external resources such as writers, web developers, PR agencies, and media consultants

SKILLS AND QUALIFICATIONS

To be qualified for this position, candidates will need the following skills and experience:

- 10 to 15 years of experience in a leadership position in Communications and PR within a highly regarded African or internationally recognised business. Knowledge of the education sector would be an advantage but is not a prerequisite
 - A proven track record in developing and delivering an agile and responsive communications and PR strategy that articulates complex concepts at both a policy and operational level
 - Experience of operating in a group setting, addressing communications and media issues at Group level whilst also promoting the local narrative by supporting Communications teams within the various universities
 - Experience of working closely with the Finance function to understand financial performance. Prior experience of IR, working with investors, analysts and financial PR agencies would be a distinct advantage
 - A metrics-driven mindset, comfortable quantifying results and building communications activity and events informed by data
 - A seasoned and polished communicator orally and in writing, practised in building relationships with a broad base of communities including stakeholders, potential investors, analysts, strategic partners, employees and students
 - Highly developed leadership skills capable of establishing credibility quickly and managing a geographically dispersed and culturally diverse team. Capable of building capacity and leveraging local resources to deliver consistently high-quality communications that support the Honoris strategy
 - A strong network of media and communications contacts and relationships across Africa
 - Fluency in written and spoken English essential and French ideal. Honoris' working language is English and all content is produced in English
 - A mature, decisive, self-motivated and assured outlook, capable of operating autonomously to the highest international standards. Comfortable in an entrepreneurial and dynamic environment
 - Bachelors' degree required and MBA ideal
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SKILLS AND QUALIFICATIONS_{CONTINUED}

In addition candidates will be:

- Intelligent, professional, mature with exceptional organisational, prioritisation and time management skills
- Superior conceptualisation, analytical, project management and presentation skills
- Able to identify, distil and communicate complex messages in a credible and compelling fashion
- Strong interpersonal skills. Able to develop and maintain effective working relationships across senior level management and the external media, investor, analyst, regulatory and student communities
- Business maturity coupled with the highest integrity—a true collaborator who maintains a balanced view of the business and can constructively push back providing candid, balanced and honest assessment
- A success-driven, high energy personal style. He/she must operate confidently and calmly in a challenging and rapidly changing environment

Please send your CV and contact details to Victoria Bowden who will contact you to discuss your application in more detail.



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Contact: Victoria Bowden

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WHO ARE MILLAR CAMERON

FINDING THE PEOPLE WHO MAKE THE DIFFERENCE

A SEAMLESS JOURNEY

Founded in 2007, Millar Cameron is an executive and professional search consultancy that focuses on Africa and other emerging markets.

Our goal is to provide client-centric, tailored executive search, recruitment and strategic advisory. Our international reach paired with local market knowledge enables us to provide our clients outstanding leaders who deliver consistent results, irrespective of geography.

We employ a rigorous research driven search process to identify the best fit for our clients, taking into account both hard and soft skill sets.

Our extensive experience yields a robust approach to market intelligence and a longstanding network of global relationships.



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PEOPLE . PASSION . PERSISTENCE

OXFORD

LONDON

NAIROBI