

VACANCY ANNOUNCEMENT – HEAD, COMMUNICATION & PROMOTIONS

Location: LSETF, HQ, Lagos, Nigeria

Position: Head, Communication & Promotions

Industry: Government

Job Type: Full Time

About LSETF

Lagos State Employment Trust Fund (LSETF) was established to provide financial support to residents of Lagos State, for job, wealth creation and to tackle unemployment. LSETF serves as an instrument to inspire the creative and innovative energies of all Lagos residents and reduce unemployment across the State. The Fund has the mandate to help Lagos residents grow and scale their Micro Small and Medium Enterprises (“MSMEs”) or acquire skills to get better jobs through its three programmes; the Employability Support Programme, the Lagos Innovates Programme and the Loan Programme.

Job title:	HEAD, COMMUNICATIONS, & PROMOTIONS
Reports to:	EXECUTIVE SECRETARY
Direct Report:	Two (2)

Job purpose

Set and guide the strategy for all communications and public relations messages to consistently articulate the Fund's mission. Also responsible for building and managing relations with the Fund's stakeholders and developing and implementing initiatives for the promotion of the Fund's beneficiaries.

Duties and Responsibilities:

Communications

- Conceptualize, Plan and implement the Fund's internal and external communication agenda
- Manage communications with external stakeholders across the Lagos State Government, House of Assembly, LGA's, international and local partners, etc.
- Development of metric to measure audience engagement with the LSETF communications
- Development and implement LSETF communication strategy, including branding and messaging.
- Develop communication policy and monitor compliance across the company
- Manage media relations, write press releases, arrange press conferences, and build relationships with journalists and influencers.
- Lead communication efforts during crises, guiding the company's response to protect its image.
- To ensure that PR and communications activity is agile and responsive, ensuring delivery in a timely and accurate manner, and excellent ongoing monitoring and reaction to PR and communication issues
- Implement brand strengthening, ensuring that all divisions get a strategic focus with clear and measurable goals for brand development in line with the Fund's strategic brand plan
- Design and prepare the organization's communications in various media to reflect the Fund's brand identity
- Develop a suite of effective communications materials, segmented by the target audience
- Proactively secure opportunities to disseminate the key messages of the Fund to key audiences, including funders, and media
- Monitor stakeholders and users' feedback and results of dissemination efforts
- Develop a channel strategy that supports and enables the overall goal of the Fund
- Ensure effective design and management of all the Fund's channels (website, social media, etc.) to ensure it plays its strategic role

- Ensure adequate media coverage for corporate events and sponsorship activities
- Coordinate all activities relating to the allocation, procurement, and distribution of corporate gifts
- Liaise with the Funding and Partnership team to engage existing and potential partners

Promotions

- Develop and update the Promotions Strategy
- Design and develop programs and initiatives that will drive market access for target beneficiaries including international fairs and exhibitions
- Define selection framework for target beneficiaries with respect to international exhibitions and fairs
- Identify events, forums and platforms to promote initiatives
- Manage the LSETF web portal and the content development
- Identify and engage relevant partners for ensure effective implementation of promotional initiatives
- Identify and implement opportunities to drive linkages between large corporates and small businesses
- Engage beneficiaries periodically and articulate testimonials to promote LSETF story to all stakeholders through available communication outlets
- Conduct periodic reporting of progress with the initiatives

Qualifications & Experience:

- ✓ First degree or Higher National Diploma certificate in communication, art, social sciences or any other related discipline from a recognized tertiary institution. A post-graduate degree or professional qualifications will be added advantage
- ✓ Minimum of 7 years' experience in related function.
- ✓ NYSC discharge certificate is mandatory

Key Competences:

Knowledge, Skills and Abilities required for the role:

- ✓ Possesses a working knowledge of how to create magazines, newsletters, television or radio advertisements and direct mail promos.
- ✓ Customer Service & Relationship Management Skills
- ✓ Organization and Planning
- ✓ Business Acumen
- ✓ Communication Skills
- ✓ Business Writing; Presentation and Report Writing
- ✓ Analytical and Problem-Solving Skills
- ✓ Shows the ability to effectively engage in social media activities, including video sharing and blogging to promote the company
- ✓ Experience in stakeholder/community engagement.

Method of Application

Please send all CVs to careers@lsetf.ng before close of business of **Friday, February 13, 2026**. Only shortlisted candidates will be contacted.

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