



AFRICAN LEADERSHIP ACADEMY

PO Box 529, Hurlingham 2070
Sandton, South Africa

Tel/Fax: +27 (0) 11 883 1012
info@africanleadershipacademy.org
www.africanleadershipacademy.org

SEARCH FOR ASSOCIATE DIRECTOR OF MARKETING AND SALES

Introduction

African Leadership Academy, a new co-educational, world-class boarding school to be located in the outskirts of Johannesburg, South Africa, seeks to appoint 1-2 Associate Directors of Marketing and Sales by June 2007. This is a once-in-a-lifetime opportunity for a dynamic, innovative individual to shape the inaugural classes of students at an exceptional educational institution that aims to change the face of Africa. The Academy will recruit and admit a first class of 100 students for entry in September 2008.

About the Academy

African Leadership Academy is founded on the philosophy that future generations of ethical, committed leaders are the key to Africa's development. The Academy's vision is to be the training ground for these future leaders of Africa. African Leadership Academy will be a world-class secondary institution offering the International Baccalaureate curriculum in combination with a unique curriculum in Leadership, Entrepreneurship, and African Studies. The Academy will draw the most exceptional 15-18 year old students from all the 54 countries in Africa to attend its full-time, two year program in South Africa. The ultimate objective is to create a network of future African leaders who can collaborate to drive positive change throughout the continent. The Academy will launch in September 2008 with an initial class of 100 students and will grow to 250 students in its two-year program at full capacity. More information about the Academy is provided in the Appendix to this document, and on our website: www.africanleadershipacademy.org.

Personality Profile of the Ideal Candidate

- You are passionate about Africa and thrilled by the prospect of identifying and recruiting African youth who have the potential to become transformative ethical leaders for the continent.
- You embody the very type of leader the Academy aspires to create—you are an agent of positive change, and you live our values of Integrity, Humility, Compassion, Excellence, Curiosity, and Diversity.
- You love interacting with young people and their parents, teachers, and mentors. You bring great energy to your work and you relish the challenge of selling an exciting opportunity.
- You enjoy the uncertainty of an entrepreneurial environment. In fact, you thrive in it. You are a dynamic achiever (a self-starter) who enjoys bringing a vision into reality with minimal guidance.
- You are extremely driven, flexible with your working hours, and comfortable with frequent travel around the African continent.
- You feel a deep connection with the African continent and are comfortable interacting with people from a wide variety of cultural groups across the continent.
- You are an exceptional team player and enjoy working with a talented group of people from different backgrounds who share a common goal.
- You are a creative thinker and you relish the challenge of finding a “better way” to do things.
- You are a strong networker across age, gender, education, religious, socioeconomic, and cultural groups.
- You are an impressive public speaker.
- You enjoy building deep bonds with young people and their families.
- You are highly organized and can manage a rigorous schedule and a variety of simultaneous challenges.
- You approach unexpected challenges with characteristic optimism and an eye for new solutions.



AFRICAN LEADERSHIP ACADEMY

PO Box 529, Hurlingham 2070
Sandton, South Africa

Tel/Fax: +27 (0) 11 883 1012
info@africanleadershipacademy.org
www.africanleadershipacademy.org

Desired Experience

- Extensive experience working in and travelling throughout Africa has given you deep insights about communicating and working effectively across the continent.
- Significant knowledge of or experience working in different roles within an organization or across different organizations, such as sales, marketing, recruiting, admissions, or communications.
- You have a clear track record of success of communicating effectively and building deep relationships with people from a variety of age, education, socioeconomic, religious, and cultural groups.
- You have considerable experience speaking to large and small groups of people in a variety of different formats, including in-person visits or presentations and through the media.
- English language fluency and strong conversational ability in at least one additional language spoken broadly on the African continent (French, Portuguese, Arabic, Swahili, Yoruba, Zulu, etc.)

Role & Responsibilities

- Design marketing materials that communicate the unique nature of the Academy to a wide variety of constituents.
- Assume responsibility for an African region as the primary face of African Leadership Academy for prospective students and their families.
- Identify and build deep relationships with recruiting partners in your region, including feeder schools, government agencies, and NGOs working with youth.
- Build strong bonds with students and families from a wide variety of economic, cultural, national, and religious backgrounds as they navigate the admissions process, serving as their primary point of contact with the institution.
- Review student applications and sit on the selection committee that makes final admissions decisions.
- Actively seek and recommend improvements to ALA recruiting strategies that will improve our performance as we seek to attract the most talented students from across the African continent.

Start Date

You will be expected to join the Academy team on a full-time basis no later than May 1, 2007, with a preference for an April start date.

Salary & Benefits

A competitive salary, commensurate with your experience, will be provided. Your compensation will grow as the school grows and as you meet your performance objectives. Excellent benefits will be provided for you and your family.

Application Process and Timeline

Candidates should submit a cover letter and CV to Beverly Lien at blien@africanleadershipacademy.org. The submissions should include at least three professional references, including a former colleague and a former supervisor.



AFRICAN LEADERSHIP ACADEMY

PO Box 529, Hurlingham 2070
Sandton, South Africa

Tel/Fax: +27 (0) 11 883 1012
info@africanleadershipacademy.org
www.africanleadershipacademy.org

The above materials should be sent via e-mail to blien@africanleadershipacademy.org no later than March 15, 2007. Interviews and background checks will occur upon receipt and screening of application, with final offers made no later than April 15, 2007.



AFRICAN LEADERSHIP ACADEMY

PO Box 529, Hurlingham 2070
Sandton, South Africa

Tel/Fax: +27 (0) 11 883 1012
info@africanleadershipacademy.org
www.africanleadershipacademy.org

APPENDIX

Our Vision

African Leadership Academy believes that ethical leadership is the key to a prosperous and sustainable future for Africa. Opening in 2008, African Leadership Academy will be the first secondary school of its kind focused on developing and supporting the next generation of African leaders. With an innovative curriculum in leadership, entrepreneurship, and African studies, African Leadership Academy prepares talented youth from across Africa for a lifetime of leadership on the continent. In addition, African Leadership Academy is assembling a larger network of like-minded mentors, partners, and leaders to provide alumni with the long-term support system needed to lead Africa toward equitable and lasting development.

Our Offering

African Leadership Academy offers students aged 16-18 years old from all 54 African nations the opportunity to attend our two-year, coeducational boarding school. Our rigorous secondary program emphasizes the following attributes:

- Entry based on academic merit and leadership potential
- Generous financial aid for admitted students with financial need
- Integrated curriculum in Leadership, Entrepreneurship, and African Studies
- International Baccalaureate academic program
- College counseling, career placement, and ongoing alumni support

African Leadership Academy offers like-minded individuals, organizations, and alumni a growing global network of local Chapters and strategic partners committed to fostering our long-term vision.

Our Team

African Leadership Academy was founded in 2004 by Fred Swaniker, Chris Bradford, Peter Mombaur, and Acha Leke. Collectively, the founding team brings considerable experience as educators, entrepreneurs, consultants, and corporate executives in Africa and throughout the world. African Leadership Academy's Board of Advisors consists of internationally-recognized luminaries in business, leadership development, secondary education, and social entrepreneurship. Our Advisors include Sam Jonah, formerly Chairman of AngloGold Ashanti; Issac Shongwe, founder of the African Leadership Initiative; Kim Smith, founder and CEO of NewSchools Venture Fund; and Ralph Townsend, Headmaster of Winchester College.

Our Success

- African Leadership Academy **launched a pilot summer program** that enabled us to test and improve our concept and curriculum. To date, more than 170 young leaders from 16 countries have participated in this innovative program.
- African Leadership Academy received a **\$5 million investment** to build our campus at the Cradle of Humankind World Heritage Site outside Johannesburg, South Africa.
- Co-founders Fred Swaniker and Chris Bradford were named Echoing Green Fellowship winners and described as two of the **"15 best emerging social entrepreneurs in the world."**