

## Communications Officer - IMARA

Location: [Africa] [Kenya]

Town/City: North Eastern Sub Branch (Nanyuki)

Category: Communications

Job Type: Fixed term, Full-time

**You will be required to produce a current (within 3 months) Original Police Clearance Certificate or waiting receipt during interview in case you are shortlisted**

Job Title : Communications Officer - IMARA

Reporting to : Program Manager

Grade Level : 13

Work Location : Nanyuki

### **Purpose of Position**

To operationalize a broad field Communications agenda for both local and global stakeholders to increase the overall influence, income and impact of the Project and World Vision Kenya for child well-being by performing core communications and media functions of the Project and of the Livelihood & Resilience Technical Programme.

### **Major Responsibilities**

#### **Production of**

**Communications resources for IMARA (Media, Internal, Emergency, Advocacy, Community Voice Comms) 55%**

- Production of high quality, Natural Resource Management, child focused, compelling and issues-oriented fundraising, advocacy and publicity materials (web-based, electronic, print, photo and video content) for effective Sida and public engagement.
- Produce high quality, NRM, child-focused visual (photo and/or video) content that engages broad audiences and enables supporter transformation, staff engagement, and advocacy and revenue generation.
- Develop and maintain media contacts, pitch compelling NRM content and position IMARA in influential media outlets in the national and global levels.
- Produce rapid information and compelling needs and impact-focused content for Partnership communications and marketing for Environment and Climate Change related issues.
- Prepare written project materials, internal newsletters, presentation materials and other communications products for the Sida, GoK, IMARA Consortium.
- Develop and publish digital content for IMARA
- Identify story concepts, host and accompany Sida, other donor, Support Offices, or VIP visits
- Design and manage a project website and a social media platform that engage audiences
- Contribute articles, stories, blog and any other information on IMARA on to the integrated WV Kenya website

### **Planning and Capacity Building 25%**

- Provide communications advice including crafting of relevant messages and use of the right media
- Create relationships and connections utilizing various channels for information sharing, learning, influence to help shape and advance the communications agenda
- Develop strategic solutions to given communications challenges.

- Conceptualization of video productions with NO-based Videographer
- Facilitate training on communications for development skills for IMARA Staff and Consortium members' staff
- Train and position approved media spokespersons to respond to media inquiries and achieve positive coverage for IMARA Grant and World Vision Kenya
- Support the Resource Acquisition and Management (RAM) team by producing communication resources/materials for marketing the IMARA grant

#### **Learning, Documentation and Quality Assurance 15%**

- Document successful stories/case studies and best, and share these during learning/knowledge management events
- In consultation with MEAL and coordination with WV Kenya Program Manager organize learning and knowledge sharing events
- Review project publications and external marketing engagement materials for alignment to WVI quality and brand.

#### **Other responsibilities 5%**

- Carry out any duties that may be assigned from time to time by the supervisor or designee
- Attend and participate in daily and weekly chapel and devotional meetings.

#### **Knowledge, Skills and Abilities**

- Minimum Bachelor's degree in Communications/Journalism or other relevant training from a recognized university;

- Minimum four (4) year's professional experience in communications, journalism or public relations.
- Experience in writing/communication of NRM/Environment and Climate Change (ECC) and other L&R Initiatives will be preferred.
- Excellent oral and writing skills; ability to convey complex information in a straightforward, interesting and motivating manner;
- Must have good photography skills;
- Competent in new digital platforms and devices and traditional office applications (Word, Power point and excel);
- Must be a self-starter with proven analytical, problem solving skills and ability to work with minimum supervision;
- Thorough knowledge of the communication and media industry with strong media links
- Proven experience in social media engagement and