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JOB DESCRIPTION

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| **Job Title:** | Communications Officer |
| **Organization:** | Self Help Africa |
| **Department:** | Programmes |
| **Project:** | **Women in Trade Programme in Kenya**: Building Resilience & Economic Empowerment of Women & Youth Entrepreneurs in Kenya |
| **Location:** | Nairobi, Kenya |
| **Reports to:** | Country Director |
| **Restrictions:** | 3 Months’ Probation period, initial 1.5 years contract and 1 Months’  Notice Period |
| **Introduction** | Self Help Africa (SHA) is an international NGO dedicated to the vision of an economically thriving and resilient rural Africa. We have 50 years of experience working with smallholder farmers, farmer associations, cooperatives and agribusinesses across Africa to help farmers grow and sell more food, improve diets, diversify incomes and make their livelihoods more sustainable and resilient to external shocks. SHA also builds awareness of issues affecting smallholders and represent their interests at policy and institutional level. SHA partners with Trade Mark Africa (TMA) under the Economic Recovery and Reform Activity (ERRA) program. ERRA is a five-year program funded by the United States Agency for International Development (USAID) and implemented through TMA to promote resilient, transformative trade, and investment reforms in the East and Horn of Africa. ERRA aims to support transformative economic recovery from the detrimental impacts of COVID-19 and to re-position the East and Horn of Africa back onto a more sustainable, inclusive, and resilient growth trajectory to drive job creation and prosperity. Under ERRA’s objective three of enhancing economic resilience, especially for women and youth, Self Help Africa (SHA) is implementing a project on ***Building Resilience & Economic Empowerment of Women & Youth Entrepreneurs in Kenya*** and is seeking to recruit a dynamic and strong private sector experienced professional to lead the implementation of this project. |
| **Job Purpose:** | The holder of this position will work in the Women in Trade project to create, coordinate, and execute communication plans to increase public awareness, and is also the SHA-KE communications focal person, and is responsible for overseeing the communications efforts of SHA, including public relations and marketing. She/He will work closely with various country teams to maintain a thorough understanding of business dynamics and project offerings, as well as identifying the most important information to communicate. You are expected to monitor trends and stay abreast of related developments within the project to ensure the timeliness of the content produced. Success in this role will be determined by implementing effective communication strategies to drive project success and SHA -KE business growth, including effectively communicating with media personnel in a manner that upholds SHA’s brand image.  ***NOTE: The completion of recruitment for this position and the start date is subject to successful contracting by the donor.*** |
| **Key Responsibilities** | * Collaborate with SHA-KE management to develop and implement an effective communications strategy based on SHA-KE target audience. * Support the project team to conduct a needs’ assessment on the Women in Trade project. This will include a situation analysis to identify needs and a media content analysis. The inputs require desk research, a perception survey, and in-depth interviews and focus groups discussions. Outputs include an analysis of the findings of the needs assessment, a SWOT analysis and implications for the findings on the communications strategy. * Develop and deliver the WIT project’s 2-year communications strategy with clear audience definitions, context, objectives and Key Performance Indicators (KPIs), key media to communicate and effective messengers. This should cover aspects like branding, media engagement and the digital aspect in appropriate forums etc * Identify and develop WIT communication strategies and a messaging framework for each of the targeted audiences. * Carry out a risk analysis based on the project’s risk management framework and develop a crisis response communication plan to manage any reputational risks for the project and all the partners involved. * Provide a Monitoring and Evaluation Framework for the communications function of the WIT project. * Develop a 2-year workplan with clear deliverables and milestones, indicators and tools for the implementation of the country communication strategy. * Develop and maintain various communication channels and materials within the SHA-KE projects. * Ensures website contents remain relevant by continuously linking with SHA head office for updates. * Maintain records of media coverage and collate analytics and metrics * Create interactive social media contents and campaigns for the Women in Trade Project and SHA-KE interventions. * Produce needed content and script for educational and marketing videos. * Write SHA-KE announcements, news and articles on key developments. * Ensures all media contents complies with SHA standards and style guides. * Creates timely reports for all communication campaigns. * Develop and maintain working relationships with journalists in multiple types of media outlets in Kenya and a media database. * Manage the SHA-KE social media communications. * Maintain proper communications and linkages with head office communications team. * Write, edit and distribute various types of content, including material for a website, press releases, marketing material and other types of content that take the message to the public. * Manage conflict as it arises and escalate to management * Create and produce internal newsletters for the organization |
| **Key Relationships:** | **Internal**   * The Country Director * Head of Finance * SHA HO communications technical team * Head of Programmes * Project managers * Project Officers * Monitoring & Evaluation Advisor   **External**   * Project SMEs * County and National Governments (Trade and Agriculture) * Other Stakeholders including Semi-State Agencies (KEBS, Global GAP, research institutions, financial institutions, Consultants, and donors. |
| **Knowledge and**  **Experience:** | * Bachelor’s degree in communications, journalism, or related field. * Minimum 2-3 years of writing and editorial experience. * Outstanding written and oral communications skills. * Proficient in MS Office and various social media applications. * Knowledge in social media strategies and best industry practices. * Creative, innovative, and detail oriented. * Having Graphic design skills is a plus. * Excellent work ethics, interpersonal and team building skills * Ability and resilience to cope with multiple internal and external demands. |
| **Qualifications/Other Requirements:** | **Essential:**   * Knowledge of desktop publishing software (InDesign/Photoshop) * Good time management and organizational skills. * Proficient in Microsoft Office, content management systems, and social media platforms |
| **Role Competencies:** | * Excellent verbal, analytical, organizational, and written skills with Fluency in Swahili and English. * People management skills * Proactive and motivated with a strong commitment to Self Help Africa’s vision, mission and values, * Attention to detail and the ability to produce timely and accurate reports. * Ability to work as part of team across different cultures, * Ability to work with minimum supervision. * Ability to work under pressure and on own initiative |

*This Job Description only serves as a guide for the position available and SHA reserves the right to make necessary changes.*

This Job Description has been read and clearly understood.

Signed:

Name and Date:

*All candidates offered a job with Self Help Africa will be expected to sign our Safeguarding Policies and Code of Conduct as an appendix to their contract of employment and agree to conduct themselves in accordance with the provisions of these documents. Specific roles may require Police vetting.*

**Self Help Africa is committed to equal employment opportunities.**