

JOB DESCRIPTION

Job Title:	Communications Officer
Company:	Self Help Africa
Department:	Programmes – AGRIFI KILIMO VC
Location:	Nairobi
Reports to:	Programme Manager
Benefits	21 days annual leave, Medical Insurance, 10% Employer pension contribution and 25% annual leave allowance
Expected Travel	National level travel will be required
Job Purpose:	The Communications Officer will serve as an integral member of the KILIMO -VC team and will be responsible for creating and implementing communications strategies that further the Objectives of the Programme. S/He will be required to promote our brand, interact with the media and establish trusting relationships with key stakeholders and policymakers.
Key Responsibilities:	<p>Communications</p> <ul style="list-style-type: none"> • Manage the project communications function • Compile and edit quarterly and annual briefings on progress and impact for dissemination to different target audiences • In liaison with the M and E Coordinator collect case studies and other stories of progress and achievement for dissemination • Develop content for public information products including fact sheet, press releases, media advisories, Newspaper pull outs among others • Review public-facing communication documents/publications to ensure quality control and consistent messaging • Train staff and partners on branding and photography requirements • Supports partners' communication needs and events coverage • Draft, edit and maintain content for website, Facebook and Twitter in coordination with SHA Communications Team • Build and maintain relationships with journalists, influencers, partners, key opinion farmers and beneficiaries that will help advance the work of the Programme • Establish and maintain a library of case studies and photography and the archiving and storage of information • Assist in the production of video materials that can be used either as stand-alone promotional devices, or as a part of the multi-media 'storytelling' about the organisation and its work • Track spend against project communication and visibility budget lines.
Key Relationships:	<p>Internal</p> <ul style="list-style-type: none"> • Head of Finance and Administration • Country Director • Programme Manager • Communications Team in HQ • IT HQ • Country Programme Team

	External <ul style="list-style-type: none"> • Partner organisations/SMEs/MSMEs, • Government Ministries/ departments, • Other like-minded organizations and institutions
Qualification, Knowledge and Experience:	Essential <ul style="list-style-type: none"> • Bachelor of Arts Degree in Applied Communications, Journalism and Mass Communication or any other related field • Strong computer software skills on publishing, photo/video editing software and office programmes (Excel, Word, etc.) (Microsoft Certified Systems Administrator (MCSA) is an advantage) • Excellent written and oral communication skills (English) • Working knowledge of graphic design principles • Knowledge of working with newsletters, blogs and IT design programs as well as e-Communication. • Flexible and ready to travel • Minimum work experience of three (3) years in a similar position preferably in an INGO

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

This Job Description has been read and clearly understood.

Signed: _____

Name and Date: _____

Self Help Africa is committed to equal employment opportunities