

JOB DESCRIPTION AND PERSON SPECIFICATION

JOB TITLE: Communications Co-ordinator

REPORTS TO: Programme Manager

STAFF REPORTING TO POSTHOLDER: None

LOCATION: Nairobi with regular/frequent travel to the field sites

DURATION & HOURS: Fixed term, full-time, renewable based on performance and availability of funds.

PURPOSE OF THE ROLE

The Communications and Marketing Officer plays a key role in devising and implementing the communications strategy of the Kenya country office. The officer contributes to the global communications team and serves as the primary point of contact for the External Relations team in-country. S/he provides key support to Farm Africa Programmes and the Nairobi team on strategic communications. He/she also works to identify key audiences, build new partnerships (including with the media and private sector), and build capacity across the Farm Africa team in Kenya to communicate effectively.

KEY TASKS AND RESPONSIBILITIES

1. Raise the profile of Farm Africa's work in Kenya to support the Farm Africa organisational strategy and the Kenya country strategy (40%):

- ✎ Undertake a comprehensive stakeholder mapping to identify target audiences, messages, and communication formats in Kenya.
- ✎ Develop and implement a communications/marketing action plan and media strategy that profiles the impact of Farm Africa's work in Kenya.
- ✎ Build and maintain a Farm Africa external contacts database.
- ✎ Prepare and produce marketing materials in liaison with the project coordinators and management staff, including creating key messages for each project and country wide.
- ✎ Work with project coordinators to develop public relations and communications activities related to specific project initiatives.
- ✎ Ensure consistent application of Farm Africa branding and communications guidelines across all Farm Africa Kenya communications.
- ✎ Lead new approaches to creating and distributing multimedia content, drafting press releases, responding to media enquiries, and building dialogue with journalists to promote Farm Africa's work.
- ✎ Assist in the documentation and publicity of key Farm Africa events such as project field days, workshops, launches, interviews and agricultural shows.
- ✎ Advise on public materials to be translated into Kiswahili and oversee effective translation and publication.
- ✎ Liaise with government, partners, and especially the private sector at county and national level to ensure appropriate audience outreach and to market Farm Africa widely.
- ✎ Design and create innovative promotional materials including reports, factsheets, graphics, PowerPoint presentations, note cards, flyers, etc.

2. Contribute to organisation-wide Farm Africa communication activities (25%):

- ✎ Coordinate communication activities with other members of the global communications team based in London and Addis Ababa.
- ✎ Work with UK communications to manage the Kenya sections of Farm Africa website.
- ✎ Work with project coordinators to develop, implement and maintain online content for the website, such as blogposts and news stories, and content for social media platforms including Twitter, Facebook, Instagram and LinkedIn.
- ✎ Support effective internal communications by ensuring appropriate materials are available for the wider programmes teams.
- ✎ Assist with donor and consultant reports, including copy editing, formatting, designing covers and graphics, preparing short summary briefs, etc.
- ✎ Create and deliver content – stories, photos, video, quotes, and other information that helps the organization build and nurture relationships with donors and the general public, globally.
- ✎ Design, write and edit publications such as newsletters, annual report, brochures, policy planning reports, etc.
- ✎ Ensure that all content deliverables comply with branding guidelines, data protection, safeguarding standards, donors' visibility requirements and other controls in the organisation.

3. Assist with global fundraising (20%)

- ✎ Contribute to the global External Relations team by identifying, collecting and updating case studies and stories from the field.
- ✎ Generate compelling marketing collateral to support Farm Africa fundraising initiatives in country.
- ✎ Collect high resolution images that demonstrate Farm Africa's work and successes and ensure they are accessible across the organisation by uploading them to the organisation's photo library.
- ✎ Assist with promotional field visits by the External Relations team, supporters and others, covering advance planning with project staff and beneficiaries and as appropriate, accompanying the field visit.

4. Build the communications capacity of Farm Africa staff in Kenya more broadly to implement a sustainable communications and marketing strategy (15%)

- ✎ Help in selecting and rolling out existing or new internal communications tools (in partnership with Monitoring Evaluation & Learning and IT), and train senior leaders and staff in effective communications techniques and usage of tools. Support internal response to crisis situations which affect and the organisation's reputation.
- ✎ Develop and deliver training to staff on presentation skills, photography, promotional writing, strategic messaging etc.

PERSON SPECIFICATION	
Essential	Desirable
Education, qualifications & other knowledge	

Degree level qualification in relevant area eg communications, journalism, public relations, graphic design or related field.	Experience in photography and capturing images for promotional purposes
Knowledge and a good command of English and Kiswahili languages, design and editing tools eg in Design, Photoshop, PowerPoint, etc.	
Experience	
Three years' related experience in a communications, media or marketing job	Prior experience with an NGO or private sector company, ideally with linkages to the agriculture sector
Skills & abilities	
<u>Core communications skills</u> -Proficiency in written and spoken English (excellent oral, presentation, writing/editing and facilitating skills). -Ability to think strategically and clearly, with a capacity for creativity and innovation -Ability to express complex material and/or messages clearly in words and graphics across a wide range of media, including reports, presentations, workshops, and video -Interview skills for case study gathering.	<u>IT-related knowledge</u> -An understanding of key IT applications related to the job: desktop publishing, photography, videography and editing skills, Advanced PowerPoint. -Proficiency with new media and web applications – eg Instagram, LinkedIn, Twitter, Facebook etc.
<u>Delivery focus</u> -Commitment to quality and results -Time management and ability to work on own initiative (Comfortable in managing deadlines and expectations, and juggling across multiple projects and priorities) -An ability to work well independently, within a team environment -A willingness to travel to the field, often to remote locations of Kenya and occasionally internationally	<u>Building relationships</u> -Strong interpersonal skills -Excellent networking skills, building collaborative relationships, often with new partners -Influencing and negotiating skills -An understanding of the private sector in Kenya -Ability to be an ambassador for Farm Africa -Be prepared to travel to isolated rural areas -An ability to empathise and communicate effectively with Farm Africa's multitude of clients/partners: poor rural smallholder farmers, government officials, company executives, etc.

	-An understanding of key rural development and poverty issues in Kenya is desirable, although Farm Africa provides comprehensive induction
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Our values

Investing in smallholder farming is the number one way to combat poverty in rural Africa. Farm Africa is a leading NGO specialising in growing agriculture, protecting the environment and developing businesses in rural Africa.

EXPERT: Expertise and insightful evidence-based solutions are at the heart of everything Farm Africa does.

GROUNDLED: Our teams and partners work closely with local communities, engaging them in every level of decision-making.

IMPACTFUL: We deliver long-lasting change for farmers, their families and their environments.

BOLD: We model innovative approaches and are not afraid to challenge strategies that are failing.

HOW TO APPLY:

If interested in this role, please apply via this link <https://www.brightermonday.co.ke/listings/communications-co-ordinator-jq450r>, so as to be received by **Thursday 18th January 2024**.

Only short listed candidates will be contacted.

Farm Africa is an equal opportunity employer and promotes gender equity. Canvassing will lead to automatic disqualification. Farm Africa does not charge a fee at any stage of the recruitment process. (E.g. Application, interview, meeting, processing, training or any other fees).