

COMMUNICATIONS OFFICER

DIVISION/PILLAR: RESEARCH & KNOWLEDGE MANAGEMENT (RKM)

LOCATION: Nairobi

REPORTING LINES:

Post holder reports to: Manager-RKM

Staff reporting to this post: None

RCK VISION: A just and inclusive society for all displaced and host populations

RCK MISSION: To protect and promote the well-being, voice, and dignity of the displaced and host population

JOB PURPOSE: The position is responsible for developing and implementing communications strategies to raise RCK's profile, as well as amplify the voices of the displaced populations and the host community in Kenya and East Africa region.

Remuneration: Kes 85,000 – 94,000 gross based on experience, and other benefits such as insurance and pension.

KEY RESPONSIBILITIES:

Planning and Reporting

- Collaborate with the Programme Manager-RKM to strategize and execute communication plans and media strategy for RCK's initiatives.
- Support in the design of communications business plans and initiatives that ensures the RKM department delivers high-value results.

Content Development

- Develop and curate high-quality stories centered on our beneficiaries that showcase the tangible impact of RCK's initiatives. These narratives should be tailored for optimal engagement across digital platforms and be suitable for marketing, fundraising, and public outreach campaigns.
- Curate topical and timely content; Identify and generate content that aligns with RCK's core priorities, ensuring relevance to global events, awareness days, and significant moments. This proactive approach aims to engage audiences effectively and deepen their connection with our mission.
- Centralized Content Dissemination; Systematically share and distribute developed stories and content, ensuring that the material is accessible through recognized and approved information management.

- Uphold Organizational Protocols in Content Creation; Ensure that all content adheres to RCK's safeguarding guidelines, and brand guidelines, to maintain the organization's integrity and protect its beneficiaries.
- Engage in feedback loops and audience analysis; Regularly gather feedback on released content, analyze audience responses, and adjust content strategies based on these insights to optimize engagement and resonance with the target demographics.
- Stay updated with content development trends; Invest time in continuous learning and professional development to stay abreast of the latest trends in content creation, storytelling, and digital engagement, ensuring RCK's communications remain current and effective.
- Collaborate with external multimedia consultants/suppliers; Work closely with video, photography, and design consultants to ensure quality multimedia content production, optimizing the narrative and visual appeal for maximum audience impact.
- Generate lay summaries, op-eds, policy briefs, speeches, annual reports, magazines, newsletters, among others, and keep the website updated in liaison with the IT Officer.
- Conduct daily media monitoring and share with stakeholders for regular news and updates.
- Maintain our social media sites by keeping them vibrant and communicating change stories to ensure traffic. Conduct media analysis to understand progress and our audience.

Media Relations

- Develop and maintain key media contacts and build strategic relationships with media in Kenya, including international correspondents.
- Proactively pursue opportunities to pitch compelling story ideas including press releases to the media.
- Facilitate and coordinate RCK's engagement with the media in Kenya to position the organization as a credible voice for the displaced populations and voice of authority on advocacy, humanitarian and development issues.
- Coordinate, plan and facilitate media visits to RCK's programmes.

Internal and external communications:

- Facilitate staff engagement during key local and global moments;
- Organize internal and external events, webinars, or workshops during significant global occasions or awareness days.
- Support staff training for effective communication; Design and deliver training sessions or modules for staff, enabling them to articulate RCK's impact and contribution effectively.
- Implement feedback mechanisms for continuous improvement;
- Create and manage feedback channels where staff can provide insights, share concerns, or suggest improvements regarding internal communication strategies.
- Perform any other related duties assigned.

Qualifications & Experience

- Bachelor's degree in Communications, Marketing, Journalism, International Relations, Social Sciences or any other related field.
- A minimum of 2 years' experience in communications, graphics design and brand management.
- Excellent writing, editing and photography skills.
- Experience creating content for digital platforms i.e. websites and social media.
- Experience in media, humanitarian sector and donor engagement.
- Demonstrates creativity and innovation.
- Excellent communication skills, both written and verbal.

Working Conditions

The Job is complex, sensitive and stressful. It requires willingness to work in a flexible schedule and frequent travel to field offices.

Behavioural Competencies:

- **Professionalism:** 2-years' experience in communications, graphics design and brand management.
- **Communication:** Strong interpersonal and communication (written, spoken and presentational) skills.
- Proficiency in developing quality knowledge products.
- **Technology Awareness:** Fully proficient computer skills and ability to use relevant software applications, in particular Canva, and Adobe Creative Cloud for illustrations, etc.
- **Teamwork:** Ability to establish and maintain effective working relations with people of different national and cultural backgrounds with respect for diversity.
- **Managing Performance:** Ability to supervise, coach, mentor and develop staff as required.

How to apply

To submit your application, send a cover letter along with a detailed Curriculum Vitae indicating expected salary, 3 professional referees including your last supervisor and their email contacts. Send your application to:

The Recruitment Committee,

Subject line: **'Application for Communications Officer'** to careers@rckkenya.org

We strongly encourage qualified candidates to apply as soon as possible, the applications will be reviewed on a **rolling basis**. We reserve the right to close this advertisement early if we receive a high volume of suitable applications.

Kindly note that only the candidates shortlisted for the next stages of the recruitment will be contacted.

Equal Opportunity Employer: We are an equal opportunity employer and value diversity at our organization. We do not discriminate on the basis of race, religion, color, national origin, sex, gender, gender expression, sexual orientation, age, marital status, or disability status. We will ensure that individuals with disabilities are provided reasonable access to participate in the job application or interview process, to perform essential job functions.