

## Officer IV-N, Communications at World Vision Kenya

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### Job Description

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World Vision is an international Christian relief, development and advocacy organisation working in almost countries world-wide to create lasting change in the lives of children, families and communities to overcome poverty and injustice.

### Key Responsibilities:

#### **Production of Communications resources for IMARA 55%**

#### **(Media, Internal, Emergency, Advocacy, Community Voice Comms)**

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

Offices, or VIP visits

Design and manage a project website and a social media platform that engage audiences 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.

-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 and.

Support the Resource Acquisition and Management (RAM) team by producing communication resources/materials for marketing the IMARA grant

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

#### **Assurance**

Document successful stories/case studies and best, and share these during learning/knowledge management events.

Managers organize learning and knowledge sharing events materials for alignment to WVI quality and brand.

#### **Others 5%**

Lead and participate in daily devotions and other organizational meetings as required

Any other duties as assigned by supervisor or designee

## **Knowledge/responsibilities for the role**

### **Required Professional Experience**

Minimum four year's professional experience in communications, journalism or public relations.

Ability to convey complex information in a straightforward, interesting and motivating manner.

starter with proven analytical, problem-solving skills and ability to work with minimum supervision.

### **Required Education, training, license, registration, and certification.**

Minimum bachelor's degree in communications/Journalism or other relevant training from a recognized university.

### **Preferred Knowledge and Qualifications**

Ability to achieve results working in a multi-cultural organization, including leveraging differences and addressing diversity issues for improved team effectiveness.

volve processes.

### **Travel and/or Work Environment Requirement**

Work environment: Office- based with frequent travel to the field.

Travel: 50% Domestic travel as required.

### **Language Requirements**

Good English and communication skills (oral and written).

On call: as required

### **Key working relationship**

Contact (within WV or outside WV)

Reason for contact

Frequency of contact

IMARA Project staff

Joint planning & consultation

Daily

National Office Communication team

Consult with NO for technical support.

On need basis

## **DECISION MAKING**

Decisions are guided by the Program documents including plans, DIPs budgets etc and the Job description. The position holder must exercise sound and

independent judgment in carrying out the assigned duties. S/he must be able to interpret policies and guidelines and, in instances not clearly covered by

guidelines through a consultation process he/she will identify best approaches to resolve technical and administrative challenges. The position holder is

expected to independently prioritize work, proactively identify problem areas, determine possible solutions, takes appropriate action, and keep supervisors.

informed and seek more guidance and assistance as deemed necessary

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