



Position: Communications Officer

Reports to: Civic Engagement Manager

Direct Reports: N / A

Who We Are

Uraia Trust is a leading national organization which works to provide quality, gender-responsive civic education and empower Kenyans to exercise their civic duty in order to realize their constitutional aspirations. Per its recently launched Strategic Framework (2021 - 2025), Uraia Trust believes that if Kenya has an informed and empowered citizenry, then Kenyans will be better equipped to take personal and collective responsibility for the country's democratic transformation. This goal will be accomplished through three outcome areas: i) an effective ecosystem for continuous quality civic education and engagement ii) increased responsiveness and accountability in Kenya's public spaces iii) develop a national consensus on Utu.

The Position

The Communications Officer ensures creative and appropriate media and communication services for the effective and efficient execution of Uraia's activities. A key part of this role is developing and effectively executing a multi-media strategy to underpin Uraia's programme activities.

Focus areas of responsibility - % of time spent

1. Media, communications and public relations management - 70%

- Develop and implement the multi-media strategy and ensure its effective implementation based on current events and upcoming opportunities, in line with Uraia's programme objectives.
- Lead the day-to-day management of the Uraia media programme, including providing regular work plans, progress reports, and ensuring regular communications with all programme partners.
- Advice on content development of key messages and topics to be discussed through mainstream and specialised media outlets, oversee production and placement of specially recorded Info/educational commercials and obtain approval as is necessary.
- Advice on branding and visibility in relation to media opportunities (use of logo, key messages, ownership of the programme etc).
- Ensure that media press cuttings and appearances are recorded and kept on file; obtain recordings of specific programmes from radio and TV stations for distribution and use in programme activities around the country, with a view to establishing the Trust Multi-media Resource Centre.
- Participate in any editorial committees set up to develop special Uraia-branded TV or radio-based programmes and in liaison with Head of Programmes identify guest speakers/spokespersons from the civil society that could appear in identified media slots.

- Ensure greater awareness of quality civic education and engagement practices and accessibility of educational and informative materials.
- Provide media and communication support to Uraia Programme Managers.
- Liaise with media monitoring services and interpret findings in light of the Uraia media strategy and Uraia Resource File contents whenever necessary.
- Support and train implementing partners on how to use the media through tailored media training.

2. Stakeholders liaison - 20%

- Coordinate all Trust related programme communication including the outsourcing of these services, production of monthly Bulletins, Annual Reports, website and social media content management.
- Ensure regular contact and maintain relationships with media houses to ensure adequate coverage of programme related activities.
- Provide information to upload on a regular basis on the Uraia Trust website and other social media platforms.

3. Administrative duties - 10%

- In liaison with the Procurement Officer, develop terms of reference and tender documents for specific service delivery components, e.g., branding materials.
- Develop and monitor the communication budget in liaison with the Programmes and Finance units.
- Undertaking project planning, management and reporting.
- Any other duties as may be assigned.

Applicant Profile:

- An Undergraduate degree in Communications, Public Relations, Media Relations or Sociology is a must.
- A Master's degree in Communications, Public Relations, Media Relations or Sociology will be an added advantage.
- Experience working with non-profit sector.
- At least 4 years' experience in communications, public relations or media relations including the use of social media as an official communication tool.
- Experience in project management will be an added advantage.
- Experience in providing administrative support to a senior level role will be an added advantage.
- Experience in graphic and web design will be an added advantage.
- Demonstrable planning, coordination, interpersonal, presentation, oral and written communication and problem-solving skills.

Other Skills

- Alignment with Uraia's values
- Ability to communicate clearly - good command of English and Kiswahili.
- Team spirit and ability to work with diverse people.
- Strong organizational skills and close attention to details.
- Willingness to learn.
- Quality oriented, self-motivated and ability to work with limited supervision.

The position will run for six months and will be full time. For more details about Uraia, please see the Uraia Trust website www.uraia.or.ke. Any form or canvassing shall lead to automatic disqualification. If your professional aspirations match this opportunity, please send your application letter and detailed CV, contact details and quotation reference number UT /2022/09/26 with the subject being 'Application for Communications Officer' by close of business on 22nd September 2022 addressed to:

The Human Resource Unit,

Uraia Trust,

P. O. Box 28151-00100,

E-Mail: jobs@uraia.or.ke

Uraia Trust encourages, promotes and supports diversity in its work. Applicants with disabilities are encouraged to apply.