

JOB ADVERT

Position: Communication Officer

Reporting to: Project Manager

The Kenya National Chamber of Commerce and Industry (KNCCI) is a membership-based trade support institution (TSI) working to protect commercial and industrial interests of Kenyan business community. KNCCI advocates for the creation of a favorable commercial, trade and investment environment that supports enterprise expansion. The membership of KNCCI constitutes small, micro enterprises (MSEs), medium and large enterprises.

The Jinue Growth Program (JGP) in partnership with the Mastercard Foundation, is implemented by the Kenya National Chambers of Commerce and Industry (KNCCI) together with a consortium of seven partners including the Grassroots Business Fund.

JGP seeks to address the funding gap for Micro, Small and Medium Enterprises (MSMEs) in Kenya pairing up financial support with well-tailored technical assistance, and a hands-on coordination strategy between various players in the ecosystem targeting enterprises owned and managed by young women and men entrepreneurs aged 18-35 across the country.

The Program targets to impact 225,000 microenterprises over five-year period and to create 500,000 jobs for the youth.

About the Job

KNCCI is seeking to engage Communication Officer who will be based at the KNCCI HQ offices. The Communication Officer will work with the Project Manager in planning, designing, implementing and carrying out the project's communication activities. The Officer will draft information, content and/or products for public access, create and maintain the internal and public communication information strategies and, act as a writer/editor for the project as needed, and fulfil requests for information from the media and public.

Responsibilities

1. Communication

- Lead the development and implementation of communications and visibility plan for the overall project, while pro-actively coordinating with consortium partners and country team
- Revision and editing of communication materials and knowledge products, including graphic design and lay-outs (where required, with external support)
- Delivering marketing communication services, websites and media.
- Formulate and implement external communications policies and related processes (e.g. knowledge management).

2. Content development

- She/he ensures effective documentation of evidence and good practice.
- She/he leads gathering and developing engaging visual and written material, effectively explaining what the project entails and engages a wide range of external audiences in our work.
- Support in management of the Kenya National Chamber of Commerce & Industry website and ensure it is up to date with regular news items, relevant publications and attractive stories about the project.
- Develop content (stories!) to corporate publications such as the annual report, magazines, brochures, leaflets and videos.

- Manage production of professional level publications and key communications materials including annual reports, newsletters, brochures etc. Where appropriate, engage and manage professional writers.
 - Ensure sufficient and adequate visual material is generated linked with the project and adequately stored (photo and videos)
- 3. Visibility and profiling**
- Identify channels for communicating key messages, including social media and other communications platforms.
 - Developing social media plan and monitoring its implementation, and updating social media platforms with timely content
 - Foster good working relationships with media agencies, relevant correspondents and journalists to "tell the story" of Kenya National Chamber of Commerce & Industry.
 - Leverage on conferences, workshops and events to profile Kenya National Chamber of Commerce & Industry.
 - Take the lead in the planning and implementing of learning and high-profile events for the project.
 - Support knowledge networks and their members in the production of compelling messages and success stories.
 - Preparation of speeches for the senior management team and prepare effective public presentations.
- 4. Networking and outreach**
- Oversees traditional media and related external communications activities and leads in developing effective online social media strategies to engage the wider public.
- 5. Information management**
- Support advocacy initiatives by coordinating appropriate audience research, compiling and analyzing relevant data, preparing materials (e.g. films, videos);
 - Coordinating with project teams on the use of media and lead the development and implementation of assignments with consultants, where necessary.
 - Promote project successes and lessons learned utilizing a variety of communication channels.
 - Work with project Monitoring and Evaluation, technical teams, partners and project beneficiaries to identify, document and disseminate best practices, success stories, and lessons learned.

Academic and Professional Qualifications:

- Bachelor's Degree in Communications, Marketing, Public Relations or related field.
- At least 5 years of experience in communications, public relations or of similar field.
- Proven track record of developing and executing successful communication strategies.
- Excellent writing and editing skills.
- Creativity and innovative, able to come up with ideas that will reach and appeal to the target audience.
- Proficiency in Microsoft Office suite, social media platforms, and other software
- Strong interpersonal, problem-solving, and negotiation skills.
- Experience with graphic designs, photography is an added advantage.

How to apply

Interested and suitably qualified individuals should submit applications, including copies of relevant academic and professional certificates, detailed curriculum vitae (CV), and cover letter to Hr@kenyachamber.or.ke with "**Communication Officer**" in the subject line by **11th October 2024**

NB: ONLY SHORT-LISTED CANDIDATES WILL BE CONTACTED