



KAKENYA'S DREAM

Director of Marketing & Communications Position Description

Kakenya's Dream seeks to empower and motivate young girls through education, health, and leadership programs to become agents of change and to break the cycle of destructive cultural practices in Kenya, such as female genital mutilation (FGM) and early forced marriage. These future leaders will improve their community, their nation, and the world. At Kakenya's Dream, we challenge ourselves to come up with the best empowerment and education system for young African girls and share our model with others.

We are opening a new position within the organization to elevate our brand, further our mission, and build out the next stages of our communications strategy. This individual will be an ambassador for the organization and will build relationships with the media and key influencers, with the goal of advancing the organization's position with relevant constituents, as well as driving broader awareness and donor support for the organization. The director of marketing and communications will be a hands-on, adaptable, and strategic leader that will strengthen Kakenya's Dream's communications, organizational brand, and increase the visibility of our work. The director reports to the president and serves as part of the senior leadership team. The director will lead efforts to elevate and bring our brand to a wide variety of audiences including: the international development community, private sector, donors and potential donors, media, related organizations, partners, and the general public interested in empowering young women and girls. The director will develop and oversee the execution of Kakenya's Dream's communications strategy and team, and be solely responsible for managing the organization's marketing and media relations efforts to raise awareness of our work and mission. In addition, the director will seek out and manage speaking opportunities and Kakenya's Dream's special events.

Specific duties and responsibilities:

Manage communications strategy and brand standards

- Develop, oversee, and execute a comprehensive communications and marketing strategy to advance the mission, brand identity, and our unique value proposition, programs, and priorities; and increase the visibility of the organization across key stakeholder audiences.

- Develop and execute a plan to raise Kakenya's Dream's profile as the go-to organization working on FGM, child marriage, girls' empowerment/agency, and educating girls in rural settings.
- Strengthen and unify messaging across departments and channels to convey our impact in the community, including incorporating data from incoming Kenya Demographic and Health Survey.
- Continually update and improve messaging in response to new initiatives, analytics, and opportunities to stimulate ongoing outreach opportunities among prospective stakeholders and supporters.
- Analyze target markets and create opportunities to build the brand across all platforms including marketing Kakenya's Dream to the media, stakeholder audiences, and general international development community.
- Serve as the staff liaison to the U.S. Board of Directors throughout the refresh of the organization's strategic plan in 2024.
- Create the organization's annual reports.
- Build the capacity of Kenyan communications staff to improve and align writing and overall messaging with the voice of the organization.
- Assist U.S. communications manager with editing content supplied by Kenyan communications staff.
- Work with the U.S. director of development to identify and steward relationships with corporations via their CSR departments to generate income and increase the organization's visibility.
- Support design of all electronic and print materials in collaboration with the U.S. communications manager.

Develop and execute a strategic media relations plan

- Develop and implement a media relations strategy.
- Develop and implement a crisis communications plan.
- Strategize and build targeted media relationships.
- Develop effective press releases, storylines, and proof points for pitching stories to the media.
- Handle all aspects of media relations including responding to incoming media requests, preparing Kakenya's Dream spokespeople to respond with appropriate briefing materials and talking points, coordinating interviews and follow up as needed, tracking media coverage, and leveraging media attention to its fullest potential in terms of donations.
- Explore and pursue opportunities to publish high-profile bylined articles and op-eds for the president and ghostwrite them in collaboration with the U.S. communications manager.

Manage speaker engagement and events

- Identify strategic conferences, events, and other opportunities in which Kakenya's Dream's involvement advances our mission

- Cultivate appropriate speaking opportunities for president and others, and deliver requisite support (general messaging, talking points, and presentation development and event liaison) as needed
- Lead and conceptualize the organization's presence at strategic events.
- Oversee and manage all aspects of the organization's public relations and fundraising events, including invitations, logistics, venue management, run of show, etc.
- Identify and pursue relevant award and recognition opportunities for the organization and its leadership

Management

- Directly supervise the U.S. communications manager and collaborate closely with the Kenyan communications staff.
- Develop and oversee the U.S. communications budget.

Other duties as assigned.

Qualifications and experience

- Bachelor's degree in communications, marketing, international development, or related fields. Master's preferred.
- Minimum 8-10 years experience with increasing responsibility in communications, marketing, media/journalism, and/or public relations, preferably in a nonprofit or international development organization.
- Demonstrated ability to develop and implement strategic communications plans targeting multiple stakeholder audiences and leverage traditional, digital, and social media platforms.
- Demonstrated ability to develop and execute successful media and public relations strategies and campaigns.
- Strong, established network of relevant media contacts.
- Knowledge of effective branding and marketing strategies.
- Experience managing a team and working collaboratively across organizational structures.
- Excellent written and verbal communications skills, including writing and editing effective and compelling copy for a wide variety of channels and audiences.
- Ability to perform quality work under tight deadlines and manage multiple projects independently.
- Ability to build strong working relationships in a multicultural team with colleagues across different levels of seniority.

Location

Preference will be given to those in the Washington/Maryland/Virginia area who are able to come into the Arlington, VA office once or twice a week, but we are open to considering a fully remote position.

Compensation

The salary range for this position is \$75,000 to \$85,000, commensurate with experience. Benefits include generous PTO (13 holidays, 21 days of PTO in the first three years, and 12 sick days), a 5% retirement match, employer-paid health, dental, and vision insurance, life insurance, disability, cell phone stipend, and paid family leave.

To Apply

Please send your resume, cover letter, and two writing samples to jobs@kakenyasdream.org. Please title your subject line: "Director of Marketing & Communications, Your Name." Unfortunately, due to the large volume of applications we receive, we are only able to respond to candidates that meet the job requirements.

Kakenya's Dream is an equal opportunity and affirmative action employer committed to providing equal employment opportunity to all persons without regard to race, color, religion, national origin, gender, marital status, or sexual orientation.

For more information, please visit us at www.kakenyasdream.org.