

Communications Manager

Kakenya's Dream (KD) seeks to empower and motivate young girls through education and health to become agents of change and to break the cycle of destructive cultural practices in Kenya, such as female genital mutilation and early forced marriage. These future leaders will improve their community, nation, and world. We challenge ourselves to come up with the best holistic programming for girls and young women and we promise to share our models with others (Website: <https://kakenyasdream.org/>).

Job summary: Communications Manager is responsible for facilitation and coordination of local corporate communications initiatives at Kakenya's Dream; creating and raising positive awareness and visibility of the organization's work with all stakeholders and the general public. He/she coordinates with the US team in dissemination of appropriate messages to relevant audiences (both internally and externally). He/she also supports all units in documenting, packaging and promoting the organization's work.

Location: Kakenya's Dream field office located at Isampin, Transmara West, Narok County.

Reports to: Country Director

Supervises: Communications Officer

Duties and Responsibilities:

1. Communication Management

- o In collaboration with the US Communications Manager, facilitate development and implement strategies, standards, guidelines, and policies for Communications.
- o Support US Director of Communications in development and implementation of annual management plans, work plans and budgets for Communications.
- o Support resource mobilization; giving input to concept notes and proposals writing and participate in all fundraising initiatives.
- o Maintain an updated database of key stakeholders.
- o Develop and maintain an updated calendar of corporate events and activities both internal and external that KD participates in and influences its work.

- o Manage and supervise staff in the department.
- o Facilitate capacity building of staff on communication, marketing and public relations.
- o Coordinate participation of KD in strategic partnership and alliances for campaign and advocacy on common grounds with relevant parties and forums.
- o Assist in tracking of activities and expenditures and regularly advise on cost benefits and sustainability of activities of the unit.
- o Ensure proper management, use and good stewardship of entrusted resources.

2. Coordination of Communication Initiatives and Processes

- o Oversee all internal and external communications of the organization; ensuring messaging is consistent and engaging.
- o Coordinate the production and distribution of newsletter, publications and general updates.
- o Continuously update the profile of Kakenya's Dream by compiling and sharing updates on activities with relevant stakeholders and audiences to build and maintain a positive image of the organization and its work.
- o Support and coordinate design, production, publication and distribution of corporate, Information Education Communication (IEC), promotional and special projects materials, documentation and documentaries to enhance Kakenya's Dream's visibility, image and work.
- o Capture and produce pictures, audio and video recordings for documentation purposes and for information dissemination to stakeholders and target audiences.
- o Assist departments in finalization of writing; proofreading, editing and compilation of all external communications materials, correspondence and publications.
- o Coordinate and manage placement of advertisements in the media.

3. Support Management of Website and Social Media Platforms

- o Provide quality production; publications, stories, pictorials, videos, audios among others to be posted on the website.
- o Advise US Communication team on areas that ensure the website is user friendly and the content is appropriate for its audiences taking local Kenya context into consideration.

- o Provide input into social media platforms including content, presentation and responses to capture and reflect its mission, vision, values, strategies and work and also ensure relevance to the local Kenya context.
- o Coordinate drafting, sourcing, editing, harvesting and dissemination of relevant articles, stories, photos and documentation for the website
- o Assist in management of blogs, photos, features and stories on social media platforms, ensuring they are relevant to the local Kenya context.
- o Assist in responding to online related queries and issues that are received through official social media platforms.

4. Manage Public Relations

- o Manage marketing, branding and visibility initiatives, ensure consistency in identity and messaging and ensure sponsored and supported events and activities have relevant branded materials.
- o Develop and maintain gainful networks that promote the organization's work and identify like-minded organizations for partnerships and information sharing.
- o Identify appropriate forums that will amplify Kakenya's Dream's visibility and coordinate the organization's effective participation.
- o Manage appropriate responses to requests for information and enquiries about Kakenya's Dream's work; programs, activities, operations, clients, stakeholders etc.
- o Represent the organization at relevant meetings and events.

5. Manage Media Relationships

- o Establish and maintain strong working relationships with media houses to promote Kakenya's Dream's profile and work, proactively securing media opportunities and ensuring the organization responds as appropriate.
- o Support Country Director, management and staff to draft speeches, press statement, press releases, opinion pieces, articles and replies for the media, which presents Kakenya's Dream's position and/or opinion on its work and issues of interest.
- o Ensure Kakenya's Dream uses media and media contacts to promote its visibility at national, regional and international levels.
- o Manage and provide appropriate responses to media inquiries.

6. Management of Documentation, Gallery and Library

- o Manage collection of stories and other communication contents and create gallery and library that capture and tell the stories of Kakenya's Dream work through photos, videos, audios, photos, videos, audios, graphics, info-graphics, documentaries, publications, reports among others.
- o Work closely with the program team to ensure stories, experiences, best practices and lessons learned of the organization's work are chronicled, captured, documented and stored for publicity and archiving.
- o Develop and maintain a system to capture reports on Kakenya's Dream's work and areas of interest that appear in the media and other publications.
- o Work closely with the MEL unit in documentation, presentation and sharing of Kakenya's Dream's case studies, experiences, lessons and best practices to enhance its work and engagement.

7. Lead in the development and implementation of the Communication

Department budget.

8. Carry out any other duties and responsibilities which may be assigned by the Supervisor from time to time.

Minimum Knowledge, Skills, and Abilities

1. Education/Academic Qualification

- o Bachelor's degree in Communication, Journalism, Public Relations or Media studies.
- o A master's degree is an added advantage.

2. Professional Qualification

- o Post graduate training in marketing, communication and public relations.

3. Relevant Work Experience

- o At least five (5) years' experience in Communication, Journalism, Public Relations or Media studies., preferably in the NGO sector.

4.Competencies/Abilities/Skills Required

- Strong interpersonal and people management skills.
- Excellent communication, report writing and presentation skills.
- Very good planning, organizational and time management skills, with the ability to manage multiple tasks and meeting deadlines.
- Very good networking, negotiation and persuasion skills.
- Demonstrated ability in event planning and coordination.
- Team player with demonstrated ability to build and maintain gainful relationships and partnerships at the corporate and social forums.
- Ability to demonstrate creativity and innovation in communication and public relations for development organizations.
- Excellent graphic designing software with experience in photography, videography and design.
- Strong ICT skills and working knowledge of computer applications and social media that promote communications and public relations; digital media, photography, graphic design and video production skills.
- Experience working within a humanitarian or development context and working on international donor funded projects;
- Experience in working with donor-funded projects especially those in gender, women and girls focus areas is an added advantage.
- Attention to details and ability to work under pressure and deliver under minimal supervision.

How to apply

If you meet the above qualifications, please email your resume and cover letter indicating your expected salary and availability to jobs@kakenyasdream.org by close of business on Friday, 31st October 2025.

Applications will be reviewed on a rolling basis and only shortlisted candidates will be contacted.

Kakenya's Dream is a child safe organization and all employees are expected to comply.