



VACANCY:

ROLE TITLE: COMMUNICATIONS ASSISTANT

LOCATION: NAIROBI, CORPORATE OFFICE

Role Summary: Reporting to the Communications Coordinator, you are responsible for implementing day-to-day communications and marketing activities in line with the vision and strategic objectives of the organization. You will be expected to support the digital strategy as well as the marketing of the organization's work by creating relevant content and ensuring consistent updates across all organizational digital and offline media platforms.

Role Details: You are expected to:

- ✚ Daily liaison with project teams at the project sites to support in the documentation of project activities, milestones and success in the form of case studies, human-interest stories, video and photo stories for internal and external dissemination.
- ✚ Manage the photo library and coordinate archiving with the Communications Coordinator on Digital Platforms such as Dropbox, Google drive etc.
- ✚ Always ensure that minimum image quality is respected and that the organization's needs are met, captions and required information are included.
- ✚ Regularly send a selection of new photos to the donor support team in the US.
- ✚ Day-to-day social media management support; continuously generate and share new digital media content in form of share graphics, short videos, info graphics, photo stories, Tweets, Facebook, Instagram posts, website content links etc.
- ✚ Provide digital advertising support and adopt new digital media trends, tools and innovations that are relevant to the Organization's work and operating context.
- ✚ Continuously support the growth of the Organization's offline and online supporters and audience for marketing and fundraising purposes.
- ✚ Continuously support monitoring and evaluation of the reach and impact of communications activities and generation of periodic reports or as requested.
- ✚ Support in publishing the generated content on the blog, web pages and new and existing media; content management and video cataloging on the organization's YouTube channel.
- ✚ Assist with processing of projects documentation and maintenance of online supporters' databases.
- ✚ Support in managing events; branding, registration, live social media engagement, note taking and photography
- ✚ Generate accurate monthly, quarterly reports for the consumption of management locally and overseas.
- ✚ Support the sustenance of strong viable working relationships with other organizational locations and departments.
- ✚ Other related duties as may be assigned.

Candidate Profile - Minimum Requirements:

- ✚ Degree in Communication related field (Communication, Journalism or Public Relations) or an equivalent qualification from a recognized institution.
- ✚ MUST be a **mature born again Christian** with a supporting verifiable testimony.
- ✚ Be **above 25 years of age**.
- ✚ **At least 2 years' experience of working in a communications, public relations or media role; working in development sector is an added advantage.**
- ✚ Demonstrated ability **to communicate relevant project information to a wide audience** including non-technical audiences.
- ✚ Demonstrated ability **to multi-task, prioritize work and meet deadlines.**
- ✚ **Demonstrated experience of campaign design and the use of social and mass media for promotion of the organizational mandate.**
- ✚ **Portfolio of previous work done** in form of video and photography work be made available.
- ✚ Demonstrated ability to work both independently and as part of a team, providing support at a range of organisational levels.
- ✚ Excellent English language writing skills and a working knowledge of Swahili.
- ✚ Demonstrated ability to **identify and produce compelling human interest stories.**
- ✚ Good level of computer literacy including the use of desktop publishing software.
- ✚ Good **Photography, video production and editing skills.**
- ✚ Proven influencing, negotiating and interpersonal skills in a range of contexts and for multiple audiences.
- ✚ A sound appreciation of the **public code, rules and regulations regarding child welfare and child protection** is vital.
- ✚ Demonstrable knowledge of communications/media in humanitarian settings - Knowledge of the OVC programme context and communications environment in Kenya.
- ✚ Expertise in the use of a range of new media tools.
- ✚ A valid **Certificate of Good Conduct** from the relevant government authorities will be required.
- ✚ **Have an enthusiastic approach to work, ability to perform under minimum supervision, pressure and demanding circumstances**
- ✚ Be prepared to travel out of Nairobi (- Narok, Bungoma) on occasion.
- ✚ **An understanding of the social dynamics of the communities and the general geographical areas** is an added advantage.
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Application Process

1. -Please send your **customized cover letter** via <https://forms.gle/DdBvG2x5q6wes3o39>
Step 1 is a mandatory step.
2. Send **updated CV** to vacancies@yatimaoutreach.org not later than end of day **Friday 21st March, 2025.** **Do NOT send in your testimonials at this point.**