

JOB ADVERT

Communications Officer



Job Title	Communications Officer	Probation	3 months
Location	Nairobi, Kenya	No. of Direct Reports	0
Reports to	Communications and Advocacy Manager	Budget Responsibilities (Y/N)	Y

Marie Stopes Kenya is an NGO registered in Kenya as a local implementing partner of MSI Reproductive Choices, a UK charity. We deliver quality sexual and reproductive healthcare, family planning and other women's health services to millions of the world's poorest and most vulnerable women. We want to make sure that women have a choice when it comes to having children and that death by unsafe abortion is reduced.

We are seeking to recruit a Communications Officer who will play a critical role in developing and implementing Marie Stopes Kenya's strategic communications plan. The holder of this role will be responsible for ensuring that the organization's communications are clear, consistent, and aligned with its mission and goals. Besides, he/she will support the implementation of advocacy strategies and plans. The Communications Officer will work closely with the Communications and Advocacy Manager and other key stakeholders to enhance Marie Stopes Kenya's visibility and impact.

It is the responsibility of this role is to further our goal of **MAKING CHOICE POSSIBLE** for every Kenyan.

The post holder commits to and is held accountable to MSI Reproductive Choices core values.

Mission-driven	Client-centred	Accountable	Courageous	Resilience	Inclusive
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Key Responsibilities

Support MSK's Strategic Communications 80%

- Develop and implement communication strategies for projects, ensuring alignment with organizational goals and objectives.
- Develop and maintain communications plan and calendar.
- Coordinate with project teams to gather information, stories, and updates for communication materials.
- Create compelling content, including articles, blog posts, and social media posts, to highlight project impact and achievements.
- Monitor and evaluate the effectiveness of project communications activities and adjust strategies as needed.
- Identify and document success stories from projects, clinics, and beneficiaries.
- Work with channel leads and project team to create multimedia materials, including videos, infographics, and case studies, to showcase success stories.
- Share success stories internally and externally to promote the work of Marie Stopes Kenya.
- Manage and update the Marie Stopes Kenya website, ensuring content is accurate, up-to-date, and engaging.
- Work with the Marketing team to implement website improvements and new features.
- Monitor website traffic and user engagement metrics to inform content and design decisions.
- Create donor-specific communication materials, including reports, newsletters, and presentations.
- Coordinate internal communication efforts, including staff newsletters, announcements, and meetings.
- Manage external communication channels, including social media, press releases, and media relations.
- Ensure all communication materials adhere to Marie Stopes Kenya's branding and messaging guidelines.
- Develop and implement strategies to increase brand visibility and awareness.
- Create and maintain brand assets, including logos, style guides, and templates.

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- Monitor and respond to brand mentions and feedback on social media and other channels.

Support MSK's Advocacy Work 20%

- Support the development and implementation of advocacy strategies to promote SRHR in Kenya.
- Engage with key stakeholders, including government officials, civil society organizations, and the media, to promote SRHR.
- Organize and participate in advocacy events, such as workshops, meetings, and campaigns.
- Prepare advocacy materials, including briefs, reports, and presentations.
- Represent Marie Stopes Kenya at external meetings and events related to SRHR advocacy.

Qualifications:

- Bachelor's degree in communications, Public Relations, Journalism or related field.
- At least 3 years of experience in strategic communications, preferably in the non-profit or healthcare sector.
- Proven experience in project communications, success stories documentation, website management, donor communication, and brand management.
- Strong writing, editing, and storytelling skills.
- Proficiency in graphic design software, such as Adobe Creative Suite.
- Experience with website content management systems (CMS) and analytics tools.
- Excellent interpersonal and communication skills.
- Ability to work independently and manage multiple projects simultaneously.
- Knowledge of sexual and reproductive health issues is an asset.

Skills:

- High regard for confidentiality
- Proficient communicator – verbal and written, with exemplary negotiation and presentation skills.
- Demonstrate creativity & initiative and require minimal supervision.
- Must be able to assess and prioritize workload in a strict deadline-driven environment.
- Excellent communicator – both written and spoken
- High level of attention to detail
- Skills in preparing and maintaining records, writing reports, and responding to both oral and written enquiries.
- The ability to interpret, adapt and apply guidelines and procedures.
- Excellent computer skills
- Photography and videography skills
- Graphic design knowledge
- Team player who accepts constructive criticism and is comfortable with giving constructive criticism.
- Ability to work flexibly to meet service needs

Behaviours and Values:

Successful performance at MSK is not simply defined in terms of 'what' people achieve, but equally is about 'how' people go about their jobs and the impact that they have on others.

Work as One MSI	You contribute, use, and share accurate data and evidence to improve understanding, insight and decision-making across MSI, enabling us to maximize our ability to influence others.
	You share relevant knowledge, expertise, and resources to strengthen teamwork and prevent duplication of effort.
	You actively work as part of a team, providing support and flexibility to colleagues, demonstrating fairness, understanding and respect for all people and cultures.

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Show courage, authenticity and integrity	<p>You hold yourself accountable for the decisions you make and the behavior you demonstrate.</p> <p>You are courageous in challenging others and taking appropriate managed risks.</p>
Develop and grow	<p>You seek feedback to enable greater self-awareness and provide the same to others in a way which inspires them to be even more effective.</p> <p>You manage your career development including keeping your knowledge and skills up to date.</p>
Deliver excellence, always	<p>You strive to consistently meet and exceed expectations, putting clients at the centre of everything, and implement smarter, more efficient ways of performing your role.</p> <p>You build and maintain effective long-term working relationships with all stakeholders and are a true MSI ambassador.</p>
Leadership	<p>You inspire individuals and teams, through situational leadership, providing clear direction.</p> <p>You seek and provide opportunities which motivate team members, helping to develop skills and potential whilst strengthening our talent and succession pipeline.</p> <p>You are aware of emerging developments in our sector, demonstrating strategic insight about our clients and business and encourage this in your team.</p> <p>You articulate a vision of the future which inspires and excites others.</p>

How To Apply

Suitable and qualified internal and external candidates should email **one document combining an application letter and CV** to pd@mariestopes.or.ke on or before **30th April 2024**. The subject of the email should read **Communications Officer**. The applications shall be reviewed on a rolling basis. **Do not attach** certificates and testimonials. Marie Stopes Kenya is an equal opportunity employer and does not ask for fees at any stage of the recruitment process. Successful candidates must abide by MSI's Antifraud & Bribery Policy and Safeguarding Policy, including protection of children and vulnerable adults.