

JOB DESCRIPTION

Title of the Job:	Communications Officer
Job Holder	
Department:	Administration
Reports To:	Deputy Executive Director
Purpose of the Job:	
<p>The Communications Officer will be responsible for ensuring the GBM's impact is shared broadly, through strong communications both internally and externally.</p> <p>The Communications Officer will also be responsible for setting up an annual communications strategy and targets and monitoring their implementation. In particular, he will produce and disseminate materials for communicating information about GBM and its projects; coordinate the content and posting of information on the website and social media accounts; and the production of a quarterly newsletter and annual report.</p> <p>Provide leadership and strategic vision to the GBM's communications, public relations, and fundraising activities. He is responsible for creating awareness in the general public and will be responsible for developing and delivery of communication and media strategies. He will also assist in Green Belt Safari's (GBS) for GBM.</p> <p>He also acts as the Liaison officer for the International subcommittee of the GBM Board.</p>	
Key Responsibilities/ Accountabilities:	
Communications/Media	
<ul style="list-style-type: none"> • Build strong and active relationships with the media in Kenya and internationally to increase GBM's media profile in Kenya and internationally. • Increase scope and content from the field for GBM's external communications across all platforms including traditional media, social media, website and multi-media, to raise the profile of GBM's grassroots activities and impact. • Identify opportunities for increased media coverage of GBM's work in Kenya as well as internationally. • Work to gain maximum media coverage of fundraising appeals, using sources of public funding and events. • Ensure proper/full coverage documentation during GBM's annual events and project activities events • Produce GBM's annual reports (written and photographs) as well as the annual program review documents and any other documentation from workshops, high level meetings as required. • Commission short films/documentaries on relevant issues or for specific events and GBM's appeals, in conjunction with GBM's field teams and the international offices. • Develop GBM's internal and external communications guidelines and policies and ensure their adoption across the organization. • Review and give oversight to all external GBM's communications, including articles ,blogs, appeals ,website, and social media, and ensure compliance with GBM's brand guidelines and liaising with international offices to ensure good communications to GBM's supporter and audience. 	

- Where required edit reports, articles, and proposals for clarity and conceptualize graphics that drive or support the written material.
- Co-ordinate the production and publication of the communications calendar including : daily twitter, daily Facebook updates ,monthly e-newsletter, monthly inter office reports (between GBM and GBMI offices),annual report and weekly web- blogs.
- Research and author articles, and support blog writing from staff.
- Ensure consistent messaging across the organization social media platforms and keep the website updated regularly.

Liaison Officer for the International sub Committee of the Board

- Work with GBM Nodes, in particular the International Committee Representatives to ensure implementation of recommendations and efficient communication.
- Establish an effective communications system to keep the IC team well informed on matters discussed.
- Liaise with IC Team for co-ordination issues.
- Preparation of reports, raporteuring for the IC Committee.
- Be responsible for ensuring that the members of the IC Committee are kept informed at all times
- Be accountable for following up of recommendations by the Committee.
- Communicate regularly on matters and action points.
- Report on recommendations to the GBM Kenya Board through the Deputy Executive Director and seek approvals as required
- Any other duties as may be assigned from time to time.

Green Belt Safaris (GBS)

- Devise and document ideas for the visibility of GBS on the website with content on the activities and inform of different packages.
- Assist in responding to GBS requests/mails as will be instructed
- Assist in preparation of community hosting for GBS as will be instructed
- Compiling reports on every group visiting and has visited and have the information readily available on a monthly basis.
- Liaise with Mobilization and Networking Officer to follow a GBS checklist on all the guide books e.g. Birds and animals etc.
- Liaise with the Mobilization and Networking officer to compile different briefs on areas we have hosted guests before.
- Any other duty as assigned from time to time

Reporting Relationships:

Responsible for:

None

Key Technical Skills Required to Fulfil the Job:

Qualifications

- Bachelor's degree in communications/public relation or relevant field.
- Post-graduate qualification in a relevant discipline (communications, environmental conservation, human rights, international relations, development or a related field level.
- At least five (5) years of relevant professional experience, working in communications and media, at national and/or international level preferable in the NGO sector.
- Exposure to reporting requirements of donors.
- Competence in use of digital and social media tools.
- Competency with IT.

Competencies

- Excellent verbal and written communications skills, and ability to distil large amounts of information to a variety of audiences.
- A proven ability to build networks with diverse partners in pursuit of common goals.
- Excellent influencing and negotiation skills, including an ability to deal with people at all levels with credibility, tact and diplomacy.
- An ability to work flexibly in a team, and to adjust work plan and priorities rapidly in response to external opportunities.
- Demonstrated ability to think strategically, to analyze complex information and offer creative, practical and effective solutions.
- Possesses and demonstrate an outlook and ability to interact and develop relationships with people from diverse backgrounds and culture.
- A confidence self-starter who displays initiative, creativity, and strategic thinking in all aspects.

Key behavioural Competencies

- Strategic Analysis
- Building Work Relationships
- Work Standards / Managing Work Processes
- Planning and Organizing
- Communication
- Analytical and problem solving
- Attention to Detail
- Coordination-Operations
- Adaptability/Flexibility
- Information/Records Administration
- Multitasking
- Results focus

Key Responsibility Areas

Key Performance Indicators

Increase scope and content from the field and Projects for GBM's external communications across all platforms

Improved profiling of GBM's activities and Projects.

Monthly report on covered activities.

Articles, blogs on GBM authored by the Communications officer.

Continued promotion of GBM Projects through online tools such as social media.

Identify opportunities for increased media coverage of GBM's work in Kenya as well as internationally

A list of media contacts who have interest in GBM's work and ready to cover GBM Work and activities consistently and in a positive manner in place.

Well planned media events such as press conferences, interviews of key staff and stakeholders for TV, newspapers, magazines, journals, etc.

GBM Contact database

Consistently updated and well documented contact database for GBM partners, donors etc. This should be reviewed and shared with the Director

	on a monthly basis.
Consistently review and give oversight to all external GBM's communications, including articles, blogs, appeals, website, and social media, and ensure compliance with GBM's brand guidelines and liaising with international offices to ensure good communications to GBM's supporters and audience.	Short films/documentaries of activities on a monthly basis in liaison with project teams and consistently as need arise.
Review existing GBM's internal and external communications guidelines and policies.	Reviewed existing guidelines shared with the GBM staff and International offices and ensuring that they are understood and adhered to.
Raise awareness among the public and those in positions of authority of GBM's work.	Documented areas that need GBM's intervention in the environmental conservation sector
Co-ordinate the production and publication of the communications calendar	Consistent timely communications calendar
Coverage of GBM's events and project activities	Proper documentation and full coverage of GBM events. Available photos on GBM project activities in liaison with the project staff team.
Organizational Skills	Established schedules and deadlines; meeting deadlines Work prioritization on needs basis and changing circumstances. proactively provides information to Line Manager regarding work in progress
Review the website on a regular basis	Content development support ensuring website promotion on a regular basis. managing the GBM website content and sharing the necessary information with Management and consulting where necessary
Liaison for the International Committee	Well-coordinated and documented activities of the International subcommittee of the Board
Office branding	Well branded office , portraying presentable and professional GBM image
Green Belt Safaris (GBS)	<ul style="list-style-type: none"> • Documented ideas for the visibility of GBS on the website with content on the activities and different packages. • All GBS requests/mails responded to and acted upon as will be instructed. • Details of all host groups documented and readily available • Hassle free of community hosting for GBS as will be instructed

	<ul style="list-style-type: none"> • Reports/briefs on every group visiting and those that have visited readily available and shared with the line manager on a monthly basis. The brief will consist of names, locations, TNGs etc. • Checklist on the entire guide books e.g. birds and animals well documented and readily available.
Fundraising for the Communications department	<ul style="list-style-type: none"> • Researched potential donors portfolios and no. of draft proposals drafted and submitted.