

Communications Manager- Nairobi

Company Overview

The Pharo Foundation (“the Foundation”) is a privately funded entrepreneurial organisation that runs philanthropic programmes as well as a for-profit arm Social Ventures. The Vision of the Foundation is an economically vibrant and inclusive Africa. The Mission is to achieve the Vision by investing in the human and physical capital of Africa, with a strong focus on job creation.

Established in 2011 as a UK based non-profit, the Foundation has since made a strategic shift to directly design and implement its own programmes to ensure greater engagement with communities, better results and increased accountability. The Foundation has carried out numerous projects in East Africa, with a focus on Ethiopia and Somaliland and is now looking to expand further into East Africa. The key strategic pillars for the philanthropic side of the Foundation are education, health, water and agriculture. At the end of 2019, the Foundation also started its Social Ventures franchise to prioritise sectors where the Foundation believes a real impact could be made by establishing self-sustaining businesses, which focus on job and economic value creation.

Headquartered in London, the Foundation has an operational head office in Nairobi, Kenya with country offices in Ethiopia (Addis Ababa and Assosa) and Somaliland (Hargeisa) with further expansion plans in East Africa.

Position Summary

The Foundation is seeking to recruit a dynamic, proactive, passionate and results-oriented Communications Manager who will have the overall responsibility for leading the development and implementation of the Foundation’s communication strategy, the strengthening of internal and external communications platforms, ensuring that the positive and empowering opportunities that are delivered through the Foundation’s integrated programmes are documented and communicated in ways that engage both internal and external stakeholders.

The role holder will ensure that the Foundation responds effectively to new and innovative social and virtual media channels by supporting initiatives to engage the public and relevant stakeholders. S/he will work alongside other colleagues across the Foundation to articulate and bring to life what we do in a simple, consistent and compelling way and thereby help build the Foundation’s brand reputation.

There will be a travel component to this position and the opportunity to visit and work with our integrated programmes across East Africa.

Role: Communications Manager (Nairobi, Kenya).

Reporting to: Chief Executive Officer.

Functional Relationships: Country Representatives (Ethiopia, Somaliland and Rwanda), Director of Education (Nairobi), Heads of Programmes, Head of HR (Nairobi), and CEO-Social Ventures, (Nairobi) and Office Managers.

Direct Report: Communications Officer(s).

Key Duties and Responsibilities

1. Develop the Foundation's Internal Communication Strategy

- Oversee the development of design, content and production of all organisational communications and publication materials, including internal newsletters, talking points, reports, speeches, web materials, and videos.
- Working with the HR Department, develop professional and robust internal communications that engage all employees and support the Foundation's culture building initiatives.
- Design an impactful internal communication strategy that will guide country programme teams in determining the most impactful communication channels to be used for their chosen stakeholders. (E.g. media briefs, websites and social media, interviews, offsite visits, special events.)
- Develop and implement project-based messages that keep employees regularly informed about ongoing projects and initiatives across the Foundation. Track events, campaigns and prepare post-campaign performance analysis.
- Build an in-house communication system that will track and record the growth of the Foundation and its successes over the years: Our history in the making.

2. Develop the Foundation's External Communications Strategy

- Jointly with the CEO, create an external communications strategy and implementation plan that manages and enhances the Foundation's image and enables the Foundation's leadership to cultivate meaningful relationships with targeted external audiences.
- Support the CEO, leadership teams and other programme staff as appropriate in stakeholder mapping and relevant government engagements.
- Produce high quality briefings, presentations, and other materials as needed for senior external stakeholders.
- Lead key information gathering - such as conducting stakeholder interviews and collecting stakeholder testimonials - and present results to position the Foundation as an influential partner with public and private sector stakeholders.
- Develop success stories and disseminate them through the different media platforms such as the Foundation's website, social media, and newsletters and through the print media.

3. Social Media Communications

- Develop and implement the Foundation's social media strategy, objectives and KPI's.

- Manage the Foundation's external-facing media, including the website, and make recommendations for optimal set up and strategic utilisation of other social media channels such as LinkedIn, Twitter and Instagram.
- Develop the social media budget and oversee its delivery and utilisation across the countries of operation.

4. Public Relations

- Conduct regular stakeholder forums to retain the Foundation's public image and effectively manage media relations.
- Develop a media strategy, drafting press releases, responding to media enquiries, and building dialogue with relevant media houses.
- As needed, develop and manage print, radio, and TV media campaigns to increase the Foundation's visibility.

5. Shared Learning

- Scan the East African media landscape for opportunities and relevant events the Foundation should engage in, and work with colleagues to organise roundtables and other events to share our experiences and learn from others.
- Represent the Foundation, on occasion, externally in meetings with public and private sector stakeholders as well as conferences where appropriate.
- Support the Agriculture, Education, Health and Water teams to develop and disseminate key messages on all implemented programmes.

Qualification Requirements

- Master's degree in Communications, Business, International Relations, Media and, Journalism, or related field.
- At least a minimum of 8 years' experience in strategic communications, marketing, media, public relations and brand management.
- Ability to communicate with confidence, clarity, conviction and enthusiasm, translating ideas, issues and observations into compelling messages.
- A certified member of a recognised public relations society or any other relevant professional body.
- Experience in aligning social media into strategic communication planning including creating and managing website content.
- Extensive experience in an internal or external communications role in East Africa – either in a private or public sector context.
- Good understanding of the development sector in East Africa and with experience in engaging and influencing diverse stakeholders.
- Ability to build trusted, sustainable and collaborative relationships – seen as a highly trusted technical resource for advice and guidance in strategic communications.
- In-depth knowledge and experience of content management systems - preferably WordPress - and strong understanding and experience of Adobe InDesign and Photoshop desirable.
- Excellent publication skills that include proofreading, copyediting, and knowledge of design / layout and strong visual skills.

- Good understanding of international safeguarding principles, practices and standards- with the ability to incorporate these in internal and external communications plans and monitor compliance.

Behavioural Competencies

- Self-assured, internally motivated and passionate individual driven to succeed and make a difference.
- Strong team player who also excels at working autonomously.
- Strong interpersonal skills and ability to work with individuals from all kinds of backgrounds. Very strong attention to detail, with a meticulous approach.
- Excellent written and verbal communication in English.
- A creative and curious mind-set with an active interest in continuous learning, personal and professional growth.
- Commitment to a high standard of professional performance, integrity, and maturity to remain accountable for results.
- Problem solving and creative thinking skills with the ability to get results in sometimes-unstructured environments.

Application Procedure

Deadline for application is 4th December 2020.

Review of applications will begin as soon as they are received, and only **complete** applications will be reviewed. In the event that an outstanding applicant is identified early in the search process, we reserve the right to appoint before the deadline. For this reason, we encourage interested and suitably qualified candidates to apply at the earliest possible time. Due to the high volume of applications, we regret that we will only be able to contact short-listed candidates.

Please send the information listed below, as a single PDF file, to the following email address:

recruiting@pharofoundation.org

1. A detailed CV and Cover Letter.
2. The Foundation has made a strategic shift to directly design and implement its own programmes to ensure greater engagement with communities, better results and increased accountability.
 - ✦ Using your experience in strategic communications and report writing, please submit a 1,000 word essay of how you would articulate this strategy to both internal and external stakeholders in a succinct and compelling manner.
3. A one-page list of five references with current addresses, phone numbers, and email contacts.