Northern Rangelands Trust (NRT) is one of the most successful and impactful local conservation organization based at UNESCO World Heritage Site Lewa Wildlife Conservancy (https://www.lewa.org/). NRT is a membership organization owned and led by 43 community conservancies in Northern and Coastal Kenya, which together comprise 12% of Kenyan land area. NRT was established as a shared resource to help build and develop community conservancies, to enhance people’s lives, build peace, and conserve the natural environment.

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Senior Communications Officer</th>
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<tbody>
<tr>
<td>Department:</td>
<td>Communications</td>
</tr>
<tr>
<td>Location:</td>
<td>Based at NRT HQ with some local travel</td>
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<tr>
<td>Reports to:</td>
<td>NRT Head of Communications</td>
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**Job Purpose:**

NRT is looking at strengthening its communication team to be able to deliver its mandate and strengthen communication function of its member community conservancies. The Senior Communication Officers will be responsible for offering effective communication between headquarters, regional hubs and local communities in local languages and culturally effective and impactful methods, identify, create and establish effective communication channels between communities/conservancies and project leadership for the purposes of idea exchange, transparency, and feedback, support community conservancies in the development of social media strategies and communication plans to engage the public and clearly communicate tourism and private sector opportunities.

**Key roles/Responsibilities:**

- Identify, create and establish effective communication channels between communities and project leadership for the purposes of idea exchange, transparency, and feedback.
- Support community conservancies in the development of social media strategies and communication plans to engage the public and clearly communicate tourism and private sector opportunities.
- Oversee the development and management of social media channels (including Twitter, Facebook, Instagram) and production of regular and incisive blogs.
- Develop, lead and manage the delivery and review of internal and external communications and public relations strategy that support the project; well-illustrates the conservation and development wins being made by communities; strengthens the project’s profile, and supports the organization’s fundraising efforts.
- Build and maintain a positive profile for the project through impactful media and outreach across key external online and offline communications channels; driving compelling stories and events that reinforce the project’s brand, while ensuring regular and efficient sharing and exchange of information through effective internal communications.
- Conceive, develop, and lead groundbreaking communications and advocacy campaigns for projects and events to help achieve community conservation goals.
- Work with colleagues to produce editorials, features, advertisements, brochures, fact sheets, briefings, position papers, news stories, impact assessments, etc.
- Develop and maintain positive working relationships with targeted online, print and broadcast journalists, editorial writers and columnists, as well as other media staff. This includes supporting well-executed media strategies and activities, including press conferences, one-to-one briefings, press release, and other written materials.
Support in the development of internal business/information sharing platforms for effective
internal communication to build and maintain the project’s internal communication network and
secure internal buy-in for the project, generating maximum participation and support within the
organization.

Collaborate with the Grants and Communications departments to ensure an integrated
communications strategy is developed and implemented with regards to community
conservancies and the Project.

Prepare progress and impact assessment reports, track the project’s media presence, and
analyze and report on the frequency and quality of coverage on a timely basis.

**Academic & Professional Qualifications and Prior Work Experience**

- Bachelor’s degree in communications, public relations, Corporate Communication or other
  relevant filed from a university recognized in Kenya.
- Master’s degree in the relevant field or relevant professional course or membership to a
  professional body will be an added advantage
- At least ten (10) years’ working experience in communication, five (5) of which must be in a
  senior management level with strong written and oral abilities.
- Must demonstrate ability for interaction with social media tools and platforms and proficient
  with MS Office packages.
- Must possess good interpersonal and communication skills including: Ability to communicate
  between headquarters, regional hubs and local communities in local languages and culturally
  effective and impactful methods, identify, create and establish effective communication
  channels between communities and project leadership for the purposes of idea exchange,
  transparency, and feedback, support community conservancies in the development of social
  media strategies and communication plans to engage the public and clearly communicate
  tourism and private sector opportunities.
- Must have experience in managing reputation risk and working with indigenous communities
  and international audiences and ability to convey and translate conservation messages
  effectively.

**Technical & Behavioral competences:**

- Organizational and presentation skills.
- Cultivate innovation.
- Drive results.
- Strategic mindset.
- Action oriented.
- Drive Vision & Purpose.
- Technology savvy.

**How to apply:**

Interested and qualified candidates are required to submit their application including a cover letter,
detailed Curriculum Vitae highlighting relevant experience, academic and professional certificates,
testimonials, a daytime telephone contact, email address, and names of three professional referees to
reach us by close of business on Wednesday **13th December 2022** to: recruit@nrt-kenya.org.

*Only shortlisted candidates will be contacted.*