Job profile

GRAPHIC AND DIGITAL ASSISTANT – NAIROBI, KENYA
Practical Action

ABOUT US

We are an international development organisation putting ingenious ideas to work so people in poverty can change their world.

We help people find solutions to some of the world’s toughest problems. Challenges made worse by catastrophic climate change and persistent gender inequality. We work with communities to develop ingenious, lasting and locally owned solutions for agriculture, water and waste management, climate resilience and clean energy. And we share what works with others, so answers that start small can grow big.

We are a global change-making group. The group consists of a UK registered charity with community projects in Africa, Asia and Latin America, an independent development publishing company and a technical consulting service. We combine these specialisms to multiply our impact and help shape a world that works better for everyone.

OUR AIMS

We help people find solutions to some of the world’s toughest problems, made worse by catastrophic climate change and persistent gender inequality. Our aims are to:

- Make agriculture work better for smallholder farmers, many of them women, so they can adapt to climate change and achieve a good standard of living
- Help more people harness the transformational effects of clean affordable energy and reduce avoidable deaths caused by smoke from indoor stoves and fires.
- Make cities in poorer countries cleaner, healthier places to live and work.
- Build disaster resilience into the lives of people threatened by hazards – reducing the risk of hazards and minimizing their impact on lives and livelihoods.

PRACTICAL ACTION IN KENYA

In Kenya, Practical Action has a long history of addressing systemic barriers that prevent people from accessing energy that transforms their lives, helping communities and government make cities healthier and safer, making agriculture and markets work better for small holder farmers and supporting communities and government to become more resilient.

With offices in Kenya, we use a mix of programming with communities and consultancy services with shapers of policy and practice to achieve our aims in Kenya, Uganda and Tanzania.

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ABOUT THE ROLE

The aim of the role is to develop visual creative communication and concepts, to communicate ideas that inspire, inform, and captivate audiences.

The ideal candidate should be a highly creative person with the ability to translate technical content into visual brand and product communication; and should have a flair for digital marketing.

The Graphic and Digital Assistant will be responsible for creating and maintaining high quality brand and product communication in line with the communications and marketing strategy and should be able to effortlessly translate either written or spoken briefs into illustrations, brand layouts and designed content for on and off-line communication. The candidate will also support digital marketing to enable us deepen engagement amongst new audiences.

The post holder will meet the communications and marketing policies and procedures, strategy, organizational values and guidelines of Practical Action, while adhering to the standards of conduct outlined in the Practical Action Code of Conduct and associated policies.

SCOPE

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<tr>
<th>Title</th>
<th>Graphic and Digital Assistant</th>
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<tbody>
<tr>
<td>Reporting to</td>
<td>Communications and Marketing Manager</td>
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<tr>
<td>Direct reports</td>
<td>None</td>
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<td>Matrix Management</td>
<td>None</td>
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<tr>
<td>Relationships</td>
<td>Internally within the Business Development, Communications and Marketing Teams, Delivery Teams, Impact Team, Technical and Consulting Unit Team</td>
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<td></td>
<td>Externally with strategic partners relevant to expanding Practical Action’s brand and partnerships.</td>
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<td>Location</td>
<td>Nairobi, Kenya</td>
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<td>Grade</td>
<td>4</td>
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<td>Travel requirements</td>
<td>Field office trips where required</td>
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ACCOUNTABILITIES

The Graphic and Digital Assistant under the supervision of the Communications and Marketing Manager will primarily be responsible for the following:
Strengthening Profile, Generating Funding and Managing Relationships

Creative
• Develop creative design art work for print, digital, social platforms and all round BCC campaigns based on the creative brief
• Conceptualise and design corporate and programme promotional materials using the Practical Action brand guidebook
• Contribute unique creative ideas for all communications activities to effectively engage our different target audiences.
• Actively research on the latest trends to ensure top creativity in executing the design jobs.
• Assisting with monitoring branding guidelines and ensure proper use across all mediums.

Digital Marketing
• Social media listening, research and engagement to create visual content that is current and real-time
• Implement online marketing campaigns on all social and digital media platforms.
• Track growth and maintain analytics reports to provide up-to-date information
• Supporting all marketing initiatives to ensure that images, messages and final visuals appropriately contribute to brand identity.

Leadership and Strategic Alignment
• Support and promote the standards outlined in the code of conduct and associated policies to the team, partner organizations and beneficiaries, and be committed to providing a safe working environment.
• Contribute to the development of communications and marketing plans and reporting against it.
• Adhering to and promoting our Code of Conduct and related policies including the Safeguarding policy and guidelines while ensuring that these are embedded in team culture and well modelled by others (Practical Action staff, partners, beneficiaries and all persons that you will come in contact with while active working on behalf of Practical Action). Also, promote the reporting structures for receiving complaints and respond to concerns appropriately within the policy.

PERSON PROFILE

To be successful in the role, the ideal candidate will be able to demonstrate:

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<th>Experience &amp; Knowledge</th>
<th>Essential</th>
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<td>Educational background in graphic design.</td>
<td>At least two years working experience in graphic design. Additional experience in digital marketing is not compulsory but an added advantage</td>
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<td>Certification and demonstrated proficiency in the use of the Adobe Creative Suite for graphic design and illustration</td>
<td>Ability to multi task, work under pressure and to meet tight deadlines, responsive to external requests and strong team</td>
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<td>Qualifications in digital marketing are an added advantage</td>
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Desirable

- Excellent communication skills with excellent command of the English language.
- Exposure in creative designs and motion graphics in a marketing agency
- Skills in creating GIFs and video content.
- Interest in digital marketing, marketing principles and practise videography and/or web design skills

Attributes

- Digital native with an ear to the street: understanding of new age lingo, trends, memes, nuances and attributes of the different platforms
- High attention to detail
- Speed and precision in execution, but also serious about the craft of the content

Interested applicants should submit their cover letters and an updated one (1) page CV with 3 referees listed and an original portfolio i.e. a collection of completed designs that demonstrate an artist’s/designer’s styles and abilities via email to: recruitment@practicalaction.or.ke not later than 31st March 2022 indicating ‘Graphic and Digital Assistant’ on the email subject line.