

# Practical **ACTION**

Job Profile

## **COMMUNICATIONS MANAGER**



# 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 committed to advancing gender equality and women's empowerment through all our work. This includes programmes, knowledge sharing, advocacy, external communications, and our own organisational development. At a minimum, we ensure that all our work is gender sensitive, seeking gender transformative approaches as our overall ambition and in accordance with context.

We're 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.

We use a mix of programming with communities and consultancy services with shapers of policy and practice to achieve our aims.

# Practical Action

# ABOUT THE ROLE

This is an exciting opportunity to join an innovative and forward-thinking international development organization that puts ingenious ideas to work so people in poverty can change their world.

Reporting to the Head of Impact & Influence, this highly influential role will shape Practical Action's regional communication strategy and marketing approach with the private sector in the region.

The Communication Manager will take lead in designing and delivering innovative communications and marketing strategies that inspire public and private support, influence policy decisions and achieve Practical Action's strategic ambitions.

The function will also be responsible for maintaining a positive public image of Practical Action and be responsible for rolling out Practical Action's recently refreshed brand and new visual identity. The post holder will also be expected to build a team of sector experts to champion Practical Action's strategic partnerships with corporates and opportunities with the growing private sector in Kenya and the region.

They are also responsible for managing the regional office's media-related activities and ensuring that Practical Action in Africa and globally is able to exploit the opportunities presented by Nairobi's position as a regional media hub.

## SCOPE

<b>Title</b>	Communications Manager
<b>Reporting to</b>	Head of Impact & Influence
<b>Direct reports</b>	Marketing / Corporate Engagement Officer (potential) Digital & Graphics Assistant Communications & Marketing Officer
<b>Relationships</b>	Internally within the Programmes and delivery team., MEL team Externally with strategic partners relevant to expanding Practical Action's brand and partnerships.
<b>Financial scope</b>	TBC
<b>Location</b>	Nairobi, Kenya
<b>Grade</b>	8
<b>Travel</b>	Moderate

## ACCOUNTABILITIES

### Leadership and Strategic Alignment

- Lead Practical Action's 'out-of-the-box' communications and marketing strategies, processes, products and tools, used to advance the organization's strategic ambitions, vision and impact through its work.
- Lead the exploration of new in-country corporate fundraising markets, digital and social media engagement based on market research and new trends in the sector
- Lead development of gender sensitive and inclusive internal and external communication protocols aligned to PA brand.
- Maintain creative direction, including features/functionality and value propositions for Practical Action's work in the region.
- Serve as a key member of the team providing strategic inputs into organizational strategy, ensuring flows of information between management and relevant staff member.
- Lead, manage and motivate a team of communication & marketing experts, ensuring that they have clear work objectives and individual/teamwork plans and receive meaningful feedback on their performance.

### Strengthening Profile, Generating Funding and Managing Relationships

- Lead in the development and nurturing of strategic relationships with the private sector and corporates to advance Practical Action's change ambitions, contributing to Practical Action's work externally.
- Lead Practical Action's advocacy and knowledge generation and management strategies and initiatives to leverage maximum impact in line with our global change ambitions and cross cutting themes of gender equality and climate change.
- Drive for evidence and internal/external learning to support change ambitions and widen our impacts in line with the Practical Action Framework for Change.
- Contribute to the development of proposals ensuring that they align with our strategic plans and will contribute to overall impact.
- Create communications partnerships that can complement fundraising partnerships or lead to fundraising partnerships in future.
- Lead the development of our brand and external positioning by taking advantage of national and international media based in Nairobi to bring the Practical Action story to new audiences across Africa and worldwide.
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### Delivering Quality

- Work closely with the Impact Team to capture and communicate Practical Action's delivery impact aimed at enhancing visibility of our work.
- Lead Practical Action's brand roll out internally, working with staff to understand and use the new brand.
- Continuously work to enhance Practical Action's brand guidelines, its utility within a national context and with partners.
- Ensure all communications are inclusive, avoid stereotypes and generalisations, and promote gender equality.
- Ensure effective implementation of gender responsive communication policies and protocols in all organizational communication as per the guidelines outlined in the PQD Framework
- Work closely with project teams to ensure safeguarding guidelines and protocols are adhered to in all organizational communication processes.

- Use Nairobi’s strategically important location as a regional media hub to generate relationships with key print, broadcast and digital journalists and generate positive coverage of Practical Action’s work across Africa in line with context specific engagement plans.
- Support website maintenance with high quality content and aesthetics re-design reflective of Practical Action approach and brand.
- Measure and report back of all digital and social KPIs and provide strategic and tactical recommendations based on insights gained.
- Ensure social media is being used effectively and innovatively to engage and connect public audiences with our campaign goals.
- Manage PA East Africa social media platforms and take responsibility for content sourcing, writing, editing and publishing.
- Manage Practical Action’s communication and marketing external service providers such as printers, translators, graphic designers, photographers, digital agencies and video editors.

## PERSON PROFILE

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

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### Experience & Knowledge

Experience and knowledge in ingenious marketing strategies.

### Essential

- A Degree in relevant field such as Mass/media Communication / International relations / Journalism
- At least five years working experience in communications and documentation
- Experience directly working in or with the private sector and on corporate partnerships.
- Strong understanding of approaches for communicating information to a wide range of audiences including media relations
- Advanced proficiency in graphic design and photography
- Ability to multitask, work under pressure and to meet tight deadlines, responsive to external requests and strong team player.
- Excellent communication skills with excellent command of the English language.
- Ability to review and edit reports and products (in English) for dissemination and publications.
- Experience identifying target audiences and devising promotional and marketing strategies to engage, inform and motivate current and potential partners
- Willing and able to travel widely in country to support field teams.
- Experience working in a multi-faceted organization and with shared goals across global teams.

### Desirable

- Fluency in Swahili and English
  - Excellent skills in social media planning, strategy and measurement
  - Demonstrated experience of integrating gender and diversity in communications
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- Proven ability to communicate verbally with a wide range of actors and audiences.
  - Post-graduate degree in relevant subject
  - Proven experience in people management, performance management and supporting the learning and development of individuals.
  - Videography and web design skills
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