

Job profile

GDC COMMUNICATION AND EVENTS COORDINATOR



ABOUT PRACTICAL ACTION

Practical Action is an international development organization with a vision for a world that works better for everyone.

We exist to change the systems that keep people in poverty and vulnerable to the impacts of climate change, nature loss and pollution. We work alongside communities to build resilient livelihoods and thriving, inclusive societies.

In Kenya, we have been active since 1990, implementing impactful programmes that have changed lives. We are a trusted partner to the national and county governments, private sector, communities, funders and development organizations. We operate offices in Nairobi, Kisumu and Kakamega. For more information, visit www.practicalaction.org

ABOUT GLOBAL DISTRIBUTORS COLLECTIVE (GDC)

The GDC was founded in 2018. It is a partnership between Practical Action and Bopinc; Practical Action hosts the GDC and Bopinc is the GDC's strategic and implementing partner.

The Global Distributors Collective (GDC) is a collective of 250+ last mile distribution (LMD) organisations operating in over 50 countries. These are organisations that focus on providing beneficial products to underserved consumers, i.e. low-income, remote, or otherwise marginalised people.

The GDC focusses its operations in six key areas:

- Accelerating innovation, e.g., through our Replication Facility
- Building capacity, e.g., through information exchange, learning events, formal training for managers and agents, and mentoring programmes
- Helping members access products, suppliers and services at affordable prices
- Helping members access finance and become investment-ready
- Undertaking market intelligence and research, e.g., by creating a performance benchmark for the last mile distribution sector
- Engaging with members and advocating for their interests

ABOUT THE ROLE

The Communication and Events Coordinator will be a member of Practical Action's Global Distributors Collective (GDC) team.

The **Communication and Events Coordinator** plays a central role in shaping the Global Distributors Collective's (GDC) voice, brand, and engagement with our global community. Sitting within our core *Communications, Member Engagement and Advocacy* workstream, this role drives

forward the GDC's **digital communications strategy, content creation, brand management**, and the delivery of **high-quality events and webinars**.

This is a dynamic, multi-faceted position that requires both creativity and strong project management skills. The postholder will lead the development of GDC's digital presence across platforms (including the website, LinkedIn, and YouTube), create engaging and visually compelling content, and manage internal and external communications outputs.

They will also be responsible for **planning, coordinating, and delivering GDC's online and in-person events** — including member learning workshops, public webinars, and global forum engagements — ensuring smooth execution and strong stakeholder experiences. A key aspect of the role is ensuring brand consistency across all communications, and supporting the wider GDC and partner teams with tools, templates, and strategic input.

The Coordinator will work closely with the GDC's communications and programme teams, regularly engage with members and external stakeholders around the world, and collaborate with strategic and implementing partner **Bopinc**, as well as other suppliers.

This role is ideal for someone who is highly organised, a confident communicator, and passionate about using creative communications and compelling events to amplify impact, grow community, and drive change.

SCOPE

Title	GDC Communication and Events Coordinator
Reports to	GDC Communications and Impact Manager
Direct reports	N/A
Relationships	N/A
Budget scope	N/A
Location	Kenya. Note that the post holder would require Right to Work in the country for which they apply.
Duration	1 year fixed term contract with strong possibility of renewal
Travel	2-4 weeks per year

ACCOUNTABILITIES

Digital communications

- Developing and lead the GDC digital strategy across the platforms (the website, LinkedIn and Youtube)
- Leading the day-to-day maintenance and development of the GDC website, including keeping existing content up-to-date, developing new content (continuous development and sprint projects), and managing the relationship with our web developer
- Managing GDC social media LinkedIn channel, including copywriting messaging, scheduling posts, researching hashtags/handles, monitoring engagement metrics, and using these to iterate and improve
- Undertaking the review and analysis of the performance of GDC digital communications channels/activities, including the website user journey, and making recommendations to improve performance and engagement

- Creating regular snapshots/reports for the team, donors, and to test improvements.

Content creation

- Creating and disseminating a range of GDC communications content including contributing to the monthly newsletter, creating partner engagement toolkits and report dissemination plans, etc.
- Designing eye-catching graphics for use on different communications channels, including the GDC newsletter and social media platforms, and improving the presentation of written content, eg. short reports and PowerPoint presentations
- Managing third party suppliers including copyeditors, graphic designers, videographers, and more.

Events and webinars

- Developing and project manage individual event and webinar project plans using e.g., Asana, with particular attention to financial and time constraints, to ensure on- and offline events are delivered on schedule and to agreed standards.
- Coordinating webinar development and delivery, including liaising with and briefing speakers, partners, and other stakeholders, using Zoom to set up and host webinars/meetings, communicating with registrants, coordinating the delivery of webinars on the day (using Zoom), and leading post-webinar communications.
- Managing all in-person event arrangements, including sourcing and preparing venues, considering technological and catering requirements, ordering and coordinating materials from external suppliers, organising transport for site visits, working closely with partners and funders, briefing speakers, and acting as the main point of call for all event participants.
- Supporting sponsored GDC members to attend events, including purchasing tickets/flights, drafting letters of support, and responding to GDC member queries. Act as the central point of contact for in-person events to ensure high quality delivery, e.g. room setup, speaker coordination, technology, time-keeping, catering, transport, etc.

Brand

- Acting as a 'brand champion' and quality assurance for the GDC, including reviewing and copyediting written and visual content from the wider team (e.g. blogs, presentations, reports, infographics, etc) to ensure consistency of the GDC brand and tone of voice across all communications output and channels
- Developing a set of GDC branded templates and guidance (or working with a designer to create these)
- Providing support, advice and guidance about GDC communications and brand strategy to the wider team and to implementing partners' communications teams as needed.

Other

- Supporting other GDC projects, as needed; for example, developing and executing communications plans for the peer mentoring programme, training programme, Access to Finance Accelerator, Investment Catalyst Facility, and bi-annual member survey, etc.
- Liaising directly and independently with other stakeholders at Practical Action (e.g. the central Communications and Marketing team) and our counterparts at GDC strategic and implementing partner Bopinc to increase the impact of GDC communications activities.

- Other reasonable tasks and duties as requested by the line manager.

Sensitivity on Gender Equality and Social Inclusion:

Should have respectful beliefs regardless of their gender, age, sex, race, ethnic background, culture, different ability, nationality, religion, and marital status. Is sensitive and adaptable to gender and social inclusion and adopts inclusive practices. Responds and behaves appropriately in different situations.

Safeguarding

It is all staff's shared responsibility and obligation to safeguard and protect populations with whom we work with, including vulnerable adults and children.

Practical Action believes that it is unacceptable for anyone to experience exploitation or abuse in any form, anywhere. All staff members undergo mandatory Safeguarding training and are expected to always commit/adhere to our Safeguarding Policy whilst working for or on behalf of Practical Action.

PERSON PROFILE

We are looking for a creative, organised, and proactive communications professional who is passionate about using storytelling, digital platforms, and events to engage diverse audiences and amplify the impact of inclusive business and development work.

The ideal candidate will bring a strong mix of **digital communications skills, content creation abilities**, and **event coordination experience**, with the confidence to work independently while collaborating across teams and cultures.

They should be as comfortable writing a compelling social media post or briefing a graphic designer as they are planning a webinar or coordinating logistics for an international event. A keen eye for detail, excellent written communication skills, and a good design sensibility are essential:

Essential

- Minimum 3–5 years of experience in communications, digital media, events coordination, or a similar role in an NGO, social enterprise, international development, or related setting
 - Strong experience managing social media (particularly LinkedIn), websites (e.g. WordPress), and email newsletters (e.g. Mailchimp or similar)
 - Experience using digital tools to track and improve engagement metrics (e.g. Google Analytics, social media insights)
 - Skilled in writing and editing engaging content tailored to different audiences and platforms
 - Proven ability to manage virtual events (e.g. Zoom webinars), including coordinating speakers, registration, and post-event follow-up
 - Experience supporting the delivery of in-person events, including managing logistics, liaising with suppliers, and providing on-site coordination
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- Basic design skills (e.g. Canva or Adobe tools), with an eye for visual presentation and formatting of reports, decks, and social media assets
 - Confidence working with suppliers (designers, editors, printers, etc.) and managing timelines and budgets
 - Strong organisational and project management skills, including the ability to manage multiple tasks simultaneously and meet deadlines
 - Excellent interpersonal skills, with the ability to work collaboratively across internal teams and external partners, often remotely
 - Fluent in written and spoken English

Desirable

- Familiarity with international development, inclusive business, or energy access sectors
- Understanding of branding and experience ensuring consistency across communications outputs
- Experience developing communication strategies and campaign plans
- Experience working in global, cross-cultural teams
- Fluency in other languages (especially French, Spanish, or Swahili) is an advantage
- Passionate about supporting last-mile distributors and inclusive innovation

Personal Profile

- Personal Attributes
 - Highly motivated and self-directed, with a collaborative mindset
 - Detail-oriented but able to keep the bigger picture in mind
 - Creative and curious, always looking for new ways to engage and inspire audiences
 - Comfortable working in a fast-paced, evolving environment
 - Commitment to equity, inclusion, and social impact
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