

**Practical
ACTION**

COMMUNICATIONS OFFICER



ABOUT US

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 THE ROLE

This role supports the execution of the regional communications strategy. The successful candidate will collaborate with communications and program teams across Africa and globally to create compelling content, lead impactful campaigns, and support strategic advocacy and communications initiatives.

SCOPE

Title	Communications Officer
Reporting to	Partnerships & Strategy Lead
Relationships	<ul style="list-style-type: none">• Delivery and support teams, business development teams and technical advisors• Global and Africa teams including communications and other relevant stakeholders• Practical Action Partners and stakeholders
Location	Nairobi, Kenya
Contract	Fixed Term - Annual
Grade	Professional, Grade 3
Position Status	Full-time

ACCOUNTABILITIES

- Manage Practical Action's Africa Directorate social media Pages and all communications resources and tools.
- Draft, edit and produce content for internal and external communications materials (in both English and French), including but not limited to memos, emails, reports, and social media posts.
- Conduct research, draft reports and create engaging presentations on relevant topics related and relevant to Practical Action's work in Africa and the sector at large.

- Support the coordination of external engagement, and facilitation of events, and workshops.
- Collaborate with country communications teams across Africa to align messaging, deliver joint initiatives, and strengthen regional visibility.
- Work closely with global colleagues to carry out joint tasks and contribute to the work of the Africa Directorate.
- Contribute to the development and implementation of regional communications plans, ensuring alignment with organizational priorities and key moments.
- Maintain a repository of communications materials and assets, ensuring quality, consistency, and accessibility across the region.
- Lead the planning and delivery of regional communications campaigns, aligned with key advocacy and engagement moments.
- Support advocacy and influencing efforts by developing content, messaging and materials for events, high-level engagements, and policy dialogues.
- Lead the planning and coordination of capacity strengthening initiatives for country communications teams across Africa.

PERSON PROFILE

To be successful in the role, the ideal candidate should meet the following requirements:

Experience & Knowledge	<ul style="list-style-type: none"> • Bachelor's degree in communications, journalism, international development, or a related field. • At least 2 years' experience working with an international organization in a related or relevant capacity. • Proficiency in writing and editing for communications with acute attention to detail and nuance. • Familiarity with social media platforms and content management systems. • Excellent verbal communication and presentation abilities. • Proven experience in research, data analysis, or insight generation within a communications context. • Ability to interpret and translate research findings into compelling narratives. • Familiarity with research methods (surveys, interviews, media analysis, digital analytics). • Strong organizational and time management skills. • Capable of working both independently and as part of a team. • Dedication to international sustainable development and Practical Action's mission. • Proficient in English and French, both oral and in writing. • Strong interpersonal and intercultural skills for effective communication with international teams. • Knowledge of gender transformation, inclusion, diversity. • Knowledge of the climate and socio-economic context in the Africa Region.
Essential	<ul style="list-style-type: none"> • Skilled in professional photography and videography using professional grade equipment. • Skilled in graphic Design, including use of software such as Adobe Premier Pro

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- Demonstrated Experienced in creative content development for social media.
 - Strong planning and organizational skills to manage multiple communication activities and deadlines.
 - Ability to coordinate input from programme teams, partners, and external service providers.
 - Experience managing communication calendars, campaigns, and publication timelines.
 - Strong understanding of African development contexts, media landscapes, and communication sensitivities.
 - Ability to communicate effectively with diverse teams across countries and cultures.
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