



## **POSITION: COMMUNICATIONS ASSISTANT**

### **Organization Background**

The Kenya Climate Innovation Center (KCIC) is a social impact organization operating in the climate space, committed to supporting enterprises and communities and driven by innovation. KCIC provides incubation, capacity-building services, and financing to Kenyan entrepreneurs and new ventures that are developing innovative solutions in renewable energy and energy efficiency, water management, agribusiness, waste management, and commercial forestry in a bid to address climate change challenges.

KCIC's heritage is deeply rooted in its commitment to driving sustainable development and climate resilience through innovation. KCIC provides holistic, country-driven support to accelerate the development, deployment, and transfer of locally relevant climate and clean technologies.

In line with the above, KCIC is recruiting **one (1) Communications Assistant** to support the communication and knowledge management functions and activities of KCIC.

<b>Job Title</b>	Communication Assistant	<b>Reports To</b>	Communication and Knowledge Management Officer
<b>Department</b>	Corporate Services Directorate	<b>Level/ Grade</b>	
<b>Direct Reports</b>		<b>Indirect Reports</b>	
<b>Revision Date</b>			
<b>Contact and Cooperation</b>	<p><b>Internally:</b> Collaborate with all departments to ensure cohesive messaging and brand positioning.</p> <p><b>Externally:</b> Engage with media, donors, partners, and stakeholders to promote KCIC's vision.</p>		
<b>Job Purpose</b>			
The Communications Assistant will be responsible for supporting management of KCIC's external and internal communications, ensuring consistent brand messaging, enhancing visibility, and supporting program objectives through strategic content creation, stakeholder engagement, and media relations.			
<b>Key Responsibilities</b>			
<p><b>1. Digital Communications &amp; Social Media Management</b></p> <ul style="list-style-type: none"> <li>• Manage KCIC's social media channels (LinkedIn, Twitter, Facebook, Instagram, YouTube, etc.) to ensure consistent brand messaging and timely engagement.</li> <li>• Develop comprehensive content calendars that align with strategic priorities and current trends.</li> <li>• Actively engage with online communities, respond to inquiries, and foster dialogue to build trust and audience loyalty.</li> <li>• Monitor social media metrics and digital analytics tools to evaluate content performance and adjust strategies accordingly.</li> </ul> <p><b>2. Content Creation &amp; Multimedia Production</b></p> <ul style="list-style-type: none"> <li>• Produce high-quality written content for various channels, including press releases, blog posts, newsletters, and program reports.</li> <li>• Create engaging visual content (graphics, infographics, photos, videos) that communicates KCIC's mission and impact, using tools such as Adobe Creative Suite and Canva.</li> <li>• Tailor messaging for different audiences, including donors, beneficiaries, and partner organizations, ensuring each piece supports organizational goals.</li> </ul> <p><b>3. Program Communications &amp; Stakeholder Engagement</b></p>			

- Work closely with program teams to identify and document success stories, impact narratives, and case studies that highlight KCIC's contributions.
- Donor & Partner Reporting: Assist in the development of proposals, donor reports, and briefing documents that effectively communicate program outcomes and future needs.

#### **4. Event Coordination & Media Relations**

- Support the organization and logistics of events, conferences, workshops, and public forums.
- Assist in drafting media kits, press releases, and coordinating interviews to enhance visibility for key events and campaigns.
- Provide timely support in crisis communication scenarios by drafting rapid-response messages and updates in coordination with senior management.

#### **5. Internal Communications & Administrative Support**

- Develop internal newsletters, updates, and bulletins to keep staff and stakeholders informed about organizational news and achievements.
- Maintain and update communication databases, media contacts, and digital archives for easy retrieval of past projects and materials.

#### **6. Monitoring, Evaluation & Reporting**

- Track, analyse, and report on the effectiveness of communication campaigns using digital analytics tools.
- Feedback Integration: Use audience and stakeholder feedback to refine messaging, content quality, and engagement strategies on an ongoing basis.
- Market Research: Stay informed on industry trends, competitive activity, and emerging digital tools to continually optimize KCIC's communication approach.

#### **7. Brand Management & Consistency**

- Ensure proper use and accessibility of KCIC's brand assets, including logos, templates, and visual guidelines, across internal and external communications.
- Monitor all communication materials, both digital and print, to ensure consistency with KCIC's brand guidelines, tone, and visual identity.
- Guide internal teams, partners, and vendors on the correct application of branding elements to maintain coherence in external-facing content.

### **Professional Qualifications, Knowledge and Experience**

1. Bachelor's degree in communications, Journalism, Public Relations, Marketing, Multimedia Production, or a related field.
2. Three to five (3-5) years of proven experience in communications, digital marketing, or public relations.
3. Experience working in the development sector and/or with NGOs/INGOs is highly preferred.
4. Proficiency in Canva, Adobe Creative Suite (Photoshop, Illustrator, InDesign) and familiarity with video editing tools.
5. Knowledge of social media management tools and analytics.
6. Experience in media relations, stakeholder engagement, and event coordination.

### **Key Competences**

1. Exceptional writing, editing, and storytelling skills with the ability to craft messages for diverse audiences.
2. Ability to produce and curate multimedia content (Photography, Videography, Graphic design).
3. Strong organizational and multitasking skills, with the ability to prioritize and manage multiple projects under tight deadlines.
4. Strong interpersonal and communication skills to engage with diverse stakeholders.
5. Advanced proficiency in social media management tools (e.g., Hootsuite, Buffer) and digital analytics platforms.
6. Competence in graphic design and multimedia production software (Adobe Creative Suite, Canva, Premiere Pro, Final Cut Pro).

### How to Apply

Interested candidates are invited to send the completed KCIC Employment Application Form as per the link below, together with their updated resume and cover letter detailing experience relevant to the role, current and expected salary, daytime telephone contacts, and names of three professional referees.

**Employment Application form Link <https://forms.gle/E5nyEVQ9z1ZYpVZ76>**

The closing date for applications is, **Wednesday 13<sup>th</sup> March 2025.** Only shortlisted candidates will be contacted.

**Kenya Climate Innovation Center is an equal opportunity employer**