**Save The Children**

**Kenya country office**

**ROLE PROFILE**

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| **National Communications and Media Manager**  |
| **COUNTRY OFFICE**: Kenya & Madagascar | **LOCATION**: Nairobi |
| **GRADE:**  2 | **POST TYPE**: National - Kenya  |
| **Child Safeguarding:** Level 3 - the responsibilities of the post may require the post holder to have regular contact with or access to children or young people. |
| **ROLE PURPOSE:** The Communications and Media Manager (CMM) will lead the delivery of country office's communications strategy to engage and inspire lasting change for children. He/she will support the development and implementation of external and internal communications and spearhead strategic media engagements that promote positive and consistent messages of Kenya and Madagascar’s work to influence child-centred policy decisions, inspire public support and actions, encourage support from funding partners and thereby drive the agenda for children.  The CMM will work through innovative strategies to bolster impact for children. He/She will be responsible for managing and updating social media platforms and country office websites, ensuring the quality and accuracy of the information. The CMM will also be responsible for building the capacity of other team members in media engagement and steering towards the achievement of brand consistency in line with organizational policy standards and donor requirements. Working closely with the Head of advocacy and campaign, the CMM will ensure that global campaigns are tailor-made for local context for effective delivery and therefore maximum impact for children The CMM will also coordinate regular internal meetings for the purpose of information sharing. |
| **SCOPE OF ROLE:** Reports to: **Director of Program Development Quality & Impact**Dimensions: The Communications and Media Manager position has both an internal and external orientation and works closely with the PDQI and Operations teams in facilitating the planning, implementation and monitoring of Media and communication initiatives. Externally, the role will strategically position Save the Children as a leading provider of life changing interventions for children and their families in Kenya & Madagascar.**Staff directly reporting to this post:** Humanitarian and Communications Officer, MNCH Comms Officer, Multi-media Communications Assistant.**Working contacts:****Internal**: Programme Development Quality and Impact (PDQI) team members, program managers and various operations team members, thematic leads, consultants, Advocacy, Campaigns communication and Media (ACCM) teams from the regional office and member countries.**External**: Media, Child Rights groups, service providers, local authorities, and partners, international and domestic publics. |
| **KEY AREAS OF ACCOUNTABILITY**: **External Communications*** Review the country office communication strategy, guidelines and plan and socialise this with relevant staff.
* Work closely with the program teams on the design and production of Media materials for maximum impact
* Lead the development and dissemination of relevant real-time humanitarian and development situational reports/materials.
* Lead the dissemination of Save the Children brand to make it recognized, respected, accepted, and protected at all levels.
* Support project leads and technical specialists in identifying and documenting stories of change and case studies, success stories that communicate the impact of our work and for use in media work and for quality reporting purposes
* Take lead in reviewing and presenting stories, photos, messaging, fact sheets and multimedia products for Save the Children’s key public audience.
* Support the field program teams in ensuring Save the Children global brand and donor requirements are fulfilled for visibility and communications materials
* Produce other external targeted products on an ad hoc basis as necessary and requested by the supervisor.
* Train key senior staff on communications and media and support the Country Director and other Senior Managers in their roles as designated spokespersons.
* Wok with the Advocacy & Campaigns team to Support Save the Children Kenya's engagement in regional and global campaigns through contribution of stories, videos, photos etc. to highlight Country office achievements within such initiatives.

**Media:** * Review the media strategy to guide the engagement of the Country office with media houses
* Actively cultivate media contacts and appropriately establish proactive and beneficial relationships with media houses that can help in advancing children’s rights at policy and programme levels as well as identify opportunities to profile Save the Children work
* Actively scout for press opportunities to showcase Save the Children’s interventions and opportunities for advocating for various child rights issues.
* Implement a social media strategy that communicates the impact of our work and speaks to the Kenyan public, including regularly updating the platforms
* Identify media issues, prepare media messages, assess appropriate media for communicating those messages and facilitate the process of disseminating/communicating those messages within Save the Children’s guidelines
* Ensure that any actions undertaken to implement communications or media work in country is compliant with Save the Children’s global communications and branding standards and has been duly approved by the Country Director.
* Familiarise self with the work of Save the Children in Kenya & Madagascar to effectively represent the organisation in media engagements where relevant
* Draft media briefings, talking points, Q&As, press releases and media statements based on advocacy priorities identified.

**Internal Communication:*** Compile and develop Save the Children’s country reports, sit reps and newsletters as required
* Provide assistance to content and layout of creative promotional materials such as leaflets, fact sheets, info graphics, creative audiovisual information, brochures and other communications materials.
* Lead the development of a communications calendar capturing priorities of actions and products for the Country office
* Management of internal communications content including archiving, uploading on content hub, website and other platforms.

**Documentation & reporting*** With support from regional and member communications and Media staff, develop and put in place systems to monitor and measure the impact of the Kenya Country Office’s communication and Media initiatives, as well as systematically sharing these achievements in the most appropriate way with Country office Senior Management Team.
* Share success stories and learning related to Communication and Media initiatives spearheaded by the Kenya country office with regional and global working groups and/or communities of practice.
* Work with the Head of MEAL to support the review and packaging evidence generated from various learning and research documents to in a compelling manner to inspire change. This includes designing and proofreading the various learning and communication products to make them more appealing for both internal and external audience.
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| **BEHAVIOURS (Values in Practice**)**Accountability:*** Holds self-accountable for making decisions, managing resources efficiently, achieving and role modelling Save the Children values
* Holds the team and partners accountable to deliver on their responsibilities - giving them the freedom to deliver in the best way they see fit, providing the necessary development to improve performance and applying appropriate consequences when results are not achieved.

**Ambition:*** Sets ambitious and challenging goals for themselves and their team, takes responsibility for their own personal development and encourages their team to do the same
* Widely shares their personal vision for Save the Children, engages and motivates others
* Future orientated, thinks strategically and on a global scale.

**Collaboration:*** Builds and maintains effective relationships, with their team, colleagues, Members and external partners and supporters
* Values diversity, sees it as a source of competitive strength
* Approachable, good listener, easy to talk to.

**Creativity:*** Develops and encourages new and innovative solutions
* Willing to take disciplined risks.

**Integrity:*** Honest, encourages openness and transparency; demonstrates highest levels of integrity
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| **QUALIFICATIONS AND EXPERIENCE*** Degree in relevant field such as Mass/Media Communication / International relations / Journalism
* At least 10 years’ cumulative experience in Media and communication position and at least 5 years’ experience in Managerial role.
* Exceptional and demonstrable written and oral communications skill in all mediums with a strong understanding of how to adapt communications to different audiences.
* Proven experience in developing and implementing communications and Media strategies.
* Strong understanding of approaches for communicating information to a wide range of audiences including media relations.
* Advanced proficiency in graphic design and photography skills (additional skills in videography is an added advantage).
* 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 and fluent in Kiswahili. (French will be a definite plus).
* Excellent skills in social media.
* Experience identifying target audiences and devising promotional and Media strategies to engage, inform and motivate current and potential partners; ability to communicate verbally with a wide range of actors and audiences.
* Five years working experience in communications and documentation.
* Willing and able to travel widely in country to support field teams.
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| **Additional job responsibilities:**The duties and responsibilities as set out above are not exhaustive and the role holder may be required to carry out additional duties within reasonableness of their level of skills and experience. |
| **Equal Opportunities** The role holder is required to carry out the duties in accordance with the SCI Equal Opportunities and Diversity policies and procedures. |
| **Child Safeguarding:**We need to keep children safe so our selection process, which includes rigorous background checks, reflects our commitment to the protection of children from abuse. |
| **Health and Safety**The role holder is required to carry out the duties in accordance with SCI Health and Safety policies and procedures. |
| Updated by PDQI Director | Date: Dec 2024 |