



Communications, Storytelling and Advocacy Lead - Kenya

Terms of Reference

Through scale-up of the Global Give Back Circle HER Lab Model, a consortium of partners will implement programming designed to increase participation in dignified and fulfilling work for young women in rural Kenya.

The HER Lab Model is a holistic economic empowerment, skills development, and poverty alleviation program targeting Kenya's most marginalized adolescent girls and young women through a holistic workforce readiness and entrepreneurship program. By promoting both workforce/entrepreneurship skills development and personal development, the HER Lab model is a structured pathway to dignified and fulfilling work – and to empowering adolescent girls and young women to become advocates, tell their stories, become leaders, and nurture the next generation.

This program is unique in its scope and reach: it reaches Kenya's most marginalized adolescent girls / young women and provides more holistic and comprehensive programming than other gender programs. This position is a chance for a communications professional to engage in novel, unique, cutting-edge gender equity communications and storytelling.

This position will lead communications for the HER Lab Program, including communications strategy / execution, PR, media engagement, social media, brand-building, storytelling, and advocacy.

Overview: The Communications Lead will be responsible for developing and executing comprehensive communication strategies to effectively convey the program's mission, values, and objectives to both internal and external stakeholders. This role requires exceptional written and verbal communication skills, as well as the ability to collaborate with various teams to ensure consistency in messaging and brand representation. Most importantly, the Communications Lead will build capacity in the consortium partner's teams.

Key Responsibilities:



1. **Strategic Communication Planning:** Develop and implement communication plans aligned with the program's goals and objectives.
2. **Messaging Development:** Craft clear and compelling messaging for various communication channels, including press releases, social media, website content, and internal communications.
3. **Media Relations, Media, and Storytelling:** Cultivate relationships with media outlets, journalists, and influencers to secure positive coverage and manage press inquiries effectively.
4. **Content Creation:** Produce high-quality written content, including articles, blog posts, newsletters, and marketing materials, that align with the program's brand voice and messaging.
5. **Digital Communication:** Oversee the program's digital presence, including website content management, social media strategy, and email marketing campaigns.
6. **Internal Communication:** Ensure effective communication within the program's consortium by developing internal communication strategies, newsletters, and facilitating partner engagement initiatives.
7. **Brand Management:** Uphold brand standards and guidelines across all communication channels to maintain a consistent brand identity and reputation.
8. **Performance Measurement:** Track and analyze the performance of communication initiatives, using metrics and feedback to continuously improve strategies and tactics.
9. **Team Leadership:** Lead, mentor and build capacity in a collocated team across a consortium of partners. Fostering collaboration, creativity, and professional growth.
10. **Capacity Building:** The Lead is responsible for building capacity among partner team members, readying them for the next stage in their career.

Qualifications:

- Degree in communications, Public Relations, Marketing, or related field. Advanced degree preferred.
- Minimum 8 yrs. proven experience leading a multi-dimensional communications department.



- 5+ years leading a collocated communication team of 5 or more.
- 5+ years coordinating communications for a consortium of partners working collaboratively.
- 5+ Years managing a \$1M annual communications budget.
- 5+ years' experience using communications and storytelling for advocacy.
- 5+ Years working in a humanitarian or development environment with a deep understanding of gender and safeguarding sensitivity.
- Diverse experience in all aspects of communications, advocacy, storytelling, and social media.
- Exceptional written and verbal communication skills, with a keen eye for detail and accuracy.
- Strong strategic thinking and planning abilities, with the capacity to translate organizational objectives into actionable communication plans.
- Demonstrated experience in media relations, program communication, and digital marketing.
- Proficiency in using communication tools and platforms, including content management systems, social media management tools, and analytics software.
- Ability to thrive in a fast-paced environment, managing multiple projects simultaneously and meeting tight deadlines.
- Strong leadership skills with the ability to inspire and motivate team members towards shared goals.
- Excellent interpersonal skills, with the ability to collaborate effectively with cross-functional teams and external partners.

Additional Requirements:

- Portfolio of previous work demonstrating successful communication campaigns, writing samples, and other relevant materials.
- Flexibility to work occasional evenings or weekends, particularly during high-stakes events or crisis situations.



- Willingness to travel for site visits, media events and other communications events as needed.

Send CV and Cover Letter to GGBCJobs@GlobalGiveBackCircle.org