

Communication Specialist: Ref. OGI 2021/-12374/3

Background

These Terms of Reference (TOR) serve as a request for applications from potential communication specialists interested in working for the Open Governance Institute. It covers the purpose, scope and requirements of the tasks for the communication specialist position.

About Open Governance Institute

[Open Governance Institute \(OGI\) Kenya](#) is a Kenyan national non-profit company incorporated under the Companies Act 2015. The Institute collaborates with and supports community groups, civil society, and governments across Kenya to advance the delivery of responsive public services through greater alignment of budget and policy priorities to community needs.

Purpose of the Assignment

The Institute's current advocacy strategy include endeavors to facilitate young men and women to secure participatory governance reforms and political commitments to safeguard, institutionalize and further strengthen platforms that create and advance civic spaces where young men and women, people with disabilities are free to express their voices and champion their social and economic empowerment. We will achieve this by inspiring a shift in mindset and attitude among these groups to positively view and recognize their proactive role in reforming and strengthening democratic institutions to serve them better.

To achieve this, the Institute invites Expression of Interest (EOI's) and applications from interested candidates for the position as further described below.

1. Objectives of the position

An Expression of Interest (EOIs) is hereby invited from a communication specialist to fill a vacant position in the Institute's communication unit. The successful candidate will support the Institute's work and programming with focus on raising the profile of participatory governance, through public communication, as an instrument for social and economic empowerment. Specifically, the Communication Specialist is expected to;

- Collaborate with OGI's Communication Consultant and Programs team to develop and implement the Institute's communication strategy.

- Collaborate with the Institute's Communication Consultant and Program team to review and manage existing and new social media and communication platforms mainly - Twitter, Facebook, Instagram, YouTube, LinkedIn, WhatsApp, Website, Newsletters. He/she will also be charged with the design communication and branding for youth-led webinars and radio talk- shows programs that help contextualize conversations among young people.
- Generate media content and sustain regular media engagement with young people and the general public with a view of raising awareness on key subject matters in consultation with the programs team and create active public debates in line with the Institute's advocacy strategy.
- In collaboration with the programs team, lead the development of infographics and short explainer videos, blog posts and tweets that help connect unemployment and limited economic opportunities to better planning, budgeting, and policies and link them to participatory governance, transparency and accountability.
- Support young people to tell their own stories in the best way they understand by running participatory media programs that create space where young people can reflect, share and learn and collectively advocate for improved access to social, economic and political opportunities.

2. Deliverables

The successful candidate will develop a work plan to set deliverables, however broadly, the specialist is expected to deliver the following;

- a. Regular updates of the organizations' social media platforms in the frequency discussed and agreed in a work plan.
- b. Deliver at least a monthly newsletter with relevant content to the Institute's audience and community of online followers.
- c. Implement participatory media program with a target of at least four media engagement activities per month including tweetchats and livestream discussions among other innovative activities.
- d. Delivery at least one blog-post, a video documentary per month and document regular activities through videos, photos/images.

3. Qualification

- A minimum of bachelor's degree in public relations and communication including journalism and communication or related field, with sufficient practical experience in communication.
- At least two years of work experience working in public communications, preferably working for non-profit organizations. A combination of skills and knowledge in both print and visual communications including knowledge and handling of communication equipment is an added advantage.

- A demonstrated strong knowledge of and strong interest in governance, public finance, public policy and administration in Kenya. Knowledge on public budgets and related governance practices such as public participation is an added advantage.
- Proven excellence, enthusiasm and creative/journalistic writing skills, and creative approach to public communications that spur active public debates. Demonstrated ability to conceptualize and develop visual media products is an advantage.
- Excellent computer skills and experience in preparing and maintaining communication materials;
- Proven ability and knowledge of social media platforms, mainly Facebook, Twitter, YouTube, LinkedIn, Newsletters and website management among others. A good social media following, traffic and engagement, especially with young people will be an added advantage.
- Excellent written and verbal communications in English.
- Demonstrated ability to work under pressure and with minimum supervision.

4. Assignment duration

This is a permanent contractual-based position which is renewable on an annual basis pending review of performance.

5. Assignment fees

Interested applicants are required to include expected minimum monthly gross salary in their application to the position. **Otherwise, applications with no salary expectation may not be reviewed.**

6. Application

Interested applicants should submit their applications including up to one-page cover-letter and a current CV. Applicants should clearly explain how their professional qualifications and experience matches the skills and qualifications required for the position.

Applications must be submitted in soft copy to supplies@opengovinstitute.org indicating the reference number in the subject line by January 12, 2022 at 5 p.m. (East Africa time). Please note none referenced submissions may not be reviewed.