

DIRECTOR, COMMUNICATIONS AND STRATEGY, VDS JOB GRADE 2

(a) Job Description

The Director, Communications and Strategy will be responsible to the Director General in carrying out the following functions: -

- i. Formulating, designing, developing, implementing, managing, analyzing, and reviewing public relations and communication policies, procedures and practices that promote Kenya Vision 2030 Flagship Programmes and Projects, locally and internationally.
- ii. Development and implementation of operational and management strategies.
- iii. Projecting and protecting the Vision 2030 Delivery Secretariat (VDS) image and profile locally and internationally.
- iv. Liaising with other Directorates and Divisions to develop or review various strategies to support programmes/projects under VDS and MTP.
- v. Identifying and coordinating the planning, design, development, and implementation of public relations of programmes/projects to support the VDS.
- vi. Undertaking public relations and communication research to develop and execute sound corporate public relations and communication strategies for the VDS.
- vii. Developing and implementing appropriate and strategic networks, collaboration, linkages and partnerships with the stakeholders nationally and internationally to support the VDS.
- viii. Designing, producing, and disseminating information, education and communication (IEC) materials.
- ix. Creating awareness on the roles, goals, objectives, and activities of the Kenya Vision 2030 Projects and Programmes.
- x. Overseeing the design, development, implementation and management of corporate strategy and operational plans.
- xi. Maintain current and establish new measurement metrics and benchmarks for communications and external relations to improve visibility on progress.
- xii. Collaborating, leading, and influencing others across various disciplines both verbally and in concise presentations.
- xiii. Understanding of all media channels and disciplines with the ability to develop ideas and strategies across all channels.

- xiv. Overseeing program deliverables for reporting, including establishing reporting schedules and drafting reporting templates.
- xv. Providing a deep understanding of the target audience, their attitudes, barriers, needs and behaviors to inform a people-centered communication strategy.
- xvi. Working with the creative, media and social teams to ensure coherence of information across various audiences.
- xvii. Identifying challenges and emerging issues faced by the organization. Working with the management and staff to recognize internal and external communication opportunities and solutions that define and execute appropriate strategies to support the VDS.

(b) Job Specifications

- (i) Served in the grade of Principal Public and Communications Officer or in a comparable and relevant position in the Public or Private sector for a minimum period of (3) years.
- (ii) Bachelor's degree in any of the following disciplines: - Mass Communication, Corporate Communication, Development Communication, Journalism, Media Studies, Public Relations, or its equivalent qualification from a recognized institution.
- (iii) Master's degree in any of the following disciplines: - Mass Communication, Corporate Communication, Development Communication, Journalism, Media Studies, Public Relations, or its equivalent qualification from a recognized institution.
- (iv) Be a member of good standing in a recognized professional body such as Chartered Institute of Public Relations Society of Kenya or any other relevant professional body.
- (v) Innovative thinker, with a track record for translating strategic thinking into action plans and output.
- (vi) Proven experience in designing and/or implementing a local, national, or regional strategic communications strategy.
- (vii) Demonstrate thorough understanding of National goals, policies and objectives and ability to relate them to realization of Vision 2030.