



COMMUNICATIONS OFFICER – EAST AFRICA

Energy 4 Impact is a non-profit organisation that seeks to alleviate poverty in sub-Saharan Africa by helping the private sector to accelerate access to energy. Supported by a head office in London, about 90 of our 100 staff are based in our regional offices in Kenya, Rwanda, Tanzania, Uganda, and Senegal.

We deliver demand-driven, practical and customised advice to project developers, SMEs, social enterprises, and micro-enterprises that provide renewable energy services to off-grid and on-grid communities. We work with companies employing a range of business models and technologies, including green mini-grids, solar lighting, distributed solar home systems, clean cook-stoves, biomass-based fuels and ancillary services such as metering and PAYG.

We have operated in Africa for the past 11 years and have a strong portfolio of active energy SME clients. Since it was funded in 2006, Energy 4 Impact has supported over 3000 businesses and those businesses have created over 9,000 jobs, raised \$111 million and enabled 14.8 million people to get access to energy. For more information about Energy 4 Impact, please see our website <https://www.energy4impact.org>

Energy 4 Impact is looking to recruit an experienced all-round Communications Officer for our Regional Office in Nairobi, Kenya, to undertake communications work in relation of specific programmes, and help create a positive understanding of the organisations' goals and values among our target audiences in the region and internationally. The role is wide and varied, including media relations, digital communications, and communications planning and evaluation.

Responsibilities include:

- Work with the communications team to provide effective all round communications and marketing support for the programme teams in East Africa. This typically includes preparation of promotional materials related to programmes, media outreach to intended programme beneficiaries, editing and design of research reports, securing local media coverage for report findings, and promoting programme case studies and lessons through social media.
- In collaboration with the Communications team in the London Head Office, work with the Programme teams in East Africa to source information and identify



opportunities to achieve positive media coverage, including through digital channels at both regional and international level linked to programme deliverables.

- Research, write and produce internal and external communications material for a number of online and print platforms.
- Contribute to the development of the annual PR and marketing plan, messaging and positioning.
- Lead on the production of press releases, media handling plans and reports.
- Handle the daily proactive and reactive media relations with national and regional press, as well as online media and bloggers, developing and maintaining key relationships.
- Collate, analyse and evaluate media coverage, social media and other communications activity.
- Create engaging content and messages providing advice on brand as necessary. This includes writing copy for brand and marketing materials, designing infographics, presentations, pitches.
- Support the Communications and Programme Teams on forward planning and reporting of events and activities.
- Identify speaker opportunities, preparing relevant briefs / materials and prepare speakers for media interviews.
- Support the development and maintenance of the corporate website and social media channels.
- Assist with the production of corporate publications such as the Annual Review and newsletters.
- Source and manage the production of high quality photographic and video material to be used in institutional publications, and maintain Energy 4 Impact's photo library up to date.
- Deliver marketing and awareness campaigns in coordination with the London Head office as required by programmes' strategies.
- Help to keep the organisation informed about developments in our industry and the organisation's own accomplishments, project experiences, etc., through the publication of a monthly internal bulletin.

PERSON SPECIFICATION, QUALIFICATIONS AND SKILLS

The ideal candidate for this role will have experience in a similar Communications role with a track record of delivering effective communications activity. This role requires strong writing and stakeholder management skills, so excellent copywriting skills (English native



level) and communication skills are essential.

- Outstanding writing skills (English native level) and an eye for a good story.
- Good all-round knowledge of a broad range of communications: marketing, press, advertising placement, website, social media engagement, events, print and broadcast media in the East African context.
- PR experience with own network of media contacts across East Africa (including print, broadcast and online) and strong selling skills.
- A strong creative streak and brimming with exciting, creative and fresh ideas.
- Previous involvement in the management of media briefing and press events.
- A good understanding of corporate branding.
- A good understanding of content marketing and B2B marketing in the energy access space is desirable.
- Minimum 5 years' relevant experience of working in a communications and media relations environment for NGOs or development organisations (professional PR qualification is desirable).
- Minimum of a bachelor's degree in Mass communication, Journalism, Public relation or equivalent.
- Prior knowledge of the issues relating to energy access would be an advantage.
- Ability to build and foster relationships with teams in Uganda, Rwanda and Tanzania.
- Highly motivated and organised – able to manage a varied workload to tight deadlines with a strong attention to detail.
- A team player and able to work on own initiative.
- Experience in working in an international environment.
- Familiarity with editing and managing websites on CMS (Drupal 7) and social media channels.

Applicants must be legally entitled to work in Kenya

How to apply: If you feel this role matches your skills and experience, please send your application including: a cover letter indicating your desire to work with Energy 4 Impact; a detailed CV highlighting relevant experience, details of current position; examples of your best published work; expected salary; a daytime phone contact and email address to



Recruitment@energy4impact.org using "Communication" as reference, by Friday, 20th August 2017.

Only short listed candidates will be contacted.