COMMUNICATIONS OFFICER POSITION

Kenya Hospices and Palliative Care Association (KEHPCA) is the umbrella body for hospice and palliative care in Kenya. KEHPCA's mission is to promote and support acceptable, accessible, and affordable quality Palliative Care for individuals and families by creating networks of informed and empowered institutions in Kenya. Our vision is: Quality palliative care for all in Kenya.

KEHPCA is looking for a Communications Officer (CO) to join its team. The CO will support our internal and external communications strategy, write and disseminate publicity material, respond to inquiries from the public and media and coordinate promotional events. We are looking for a creative person with excellent communication and interpersonal skills.

The applicant should be a holder of a Bachelors degree with experience as a Communications Officer or equivalent and has worked in a similar role.

Job Title: Communications Officer

Reports to: Administrative /Finance Officer

Responsible for: Generating multimedia communications to engage diverse audiences with KEHPCA and with palliative care as a discipline.

Other key relations: Executive Director, Admin/Finance Officer, Heads of Departments, Conditions: Full Time

Qualifications: A degree in communications/journalism. Sales and marketing and IT will be an added advantage.

Job summary
This is a short term engagement

The Communications Officer will be responsible to generate a consistent, compelling suite of communications that will engage diverse audiences with KEHPCA and with palliative care as a discipline.

1. MAJOR TASK HEADINGS (KEY PERFORMANCE AREAS)

- To help implement KEHPCA’s communications strategy.
- To oversee the production of a compelling suite of high-quality communications materials to help build loyalty to the KEHPCA brand.
- To develop strong two-way communications channels with KEHPCA partners.
• To support M&E documentation of KEHPCA’s overall communications strategy and individual communications projects.
• To manage a communications resource base (including images, testimonials, video and permissions) to form the building blocks of communications for KEHPCA.
• To manage the KEHPCA ehospice online news

2. DETAILED DESCRIPTION OF KEY PERFORMANCE AREAS

2.1 To engage in the implementation of KEHPCA’s communications strategy, this includes the following activities:

• To support the production of excellent communications materials, ensuring consistency and clarity of message.
• To contribute to online updates which include: the KEHPCA website, the Kenya edition of ehospice, and social media platforms.
• To contribute to corporate publications (e.g. Annual Report)
• To help maintain KEHPCA’s brand and corporate image, ensuring their consistent interpretation across all communications.
• To develop generic KEHPCA’s corporate literature, e.g. visitors’ packs, media packs.
• To proactively source hospice, palliative and end of life care news, information, intelligence and good practice by: scanning websites, newsletters, RSS feeds and social media, etc for newsworthy items.
• To contribute to fundraising initiatives for KEHPCA communications through grant writing and revenue generating initiatives (including ehospice).
• To liaise with the Management in the development of fundraising materials for campaigns, events and funding initiatives for KEHPCA.
• To compile audio visual ehospice news segments (based on technical proficiency and software management experience).
• To edit written documents provided by partners in accordance with the KEHPCA style guide.
• To provide organizational support for data asset management systems including: management of photo cataloguing, contact databases and CRM.

2.2 To liaise with the Administrative Assistant Officer to manage and develop the membership programme for KEHPCA

• implement the membership strategy and increase active membership
• To communicate monthly with members to encourage their active participation in the work of KEHPCA
• To ensure members receive their benefits and to track membership payment.
• To conduct a member’s audience assessment to address their informational needs.
2.3 To liaise with media and undertake public relations (PR) activities to increase KEHPCA’s general profile and promote specific advocacy messages

- To contribute to the development and implementation of a media strategy.
- To design and implement a social media communications strategy.
- To oversee all PR functions, ensuring that KEHPCA’s public face consistently reflects the organization’s core values and brand values.
- To plan and implement communications (materials and publicity) for major KEHPCA events, e.g. conferences, World Hospice and Palliative Care Day.

2.4 To develop strong two-way communications channels with member hospices and other palliative care organizations.

- To communicate effectively with all KEHPCA members and partners, keeping them consistently informed about KEHPCA activities and palliative care issues in Kenya
- To solicit information and stories from partners to use in KEHPCA communications.
- To communicate with other palliative care organizations, e.g WPCA, ICPCN, etc.

2.5 To monitor and evaluate the success of KEHPCA’s overall communications strategy and individual communications projects

- To monitor the ongoing effectiveness of KEHPCA’s communications strategy, in collaboration with the Management team
- To assess the effectiveness of individual communications campaigns/elements (e.g. conference promotion materials/publicity), document and apply learning.

OTHERS:

- To carry out other duties as requested by the line manager and other senior managers.

ACCOUNTABILITY:

The Communication Officer is responsible to the Executive Director for performance but will also work closely with other managers.

CORE SKILLS

- Understanding of brand building, communication across multimedia platforms and social media engagement
- Demonstrated experience in writing for the media (both print and online)
- Demonstrated experience in copy editing
- Ability to take core ideas and repackage them in a compelling way for different audiences
- Experience of working with the press
- Experience of working on the communications production process, e.g. with designers, printers
Outstanding written and oral communication skills
Ability to network and develop a range of communications partners
Computer and Web literacy and proficiency in MS Office, Dreamweaver, and
CMS software.
Personal qualities
Ability to work under pressure and to tight deadlines
Excellent organizational skills and attention to detail
A motivated self-starter, able work without constant supervision as well as in a team
Able to show initiative and willing to develop new skills on-the-job
Strong people skills and ability to get on with a wide range of people
Flexible and reliable
Shares KEHPCA’s values and will be passionate about KEHPCA’s work and that of its members

Interested candidates to send their application and CV to info@kehpca.org, attention to the Executive Director by 6th March 2020