



HEART

Health Education Africa Resource Team

Empowering the People of Africa to Survive and to Thrive Beyond the HIV/AIDS Pandemic

VACANCY – Communications and Marketing Officer

Health Education Africa Resource Team (HEART) is a Faith Based Organization founded in 2000 and registered in Kenya as a Trust to provide community driven development by empowering the people of Kenya. HEART is currently seeking to fill the position of **Communications and Marketing Officer**.

Job Summary:

The successful candidate will provide primary support to the Kenya Management Team, and also support the U.S. staff, in providing effective and interactive communications that support HEART in overall communications, marketing and fundraising. S/He will steer effective and interactive communication of HEART programs and activities across different media, and marketing of HEART Lodge through the design, writing, production and distribution of communication and marketing materials. S/He will ensure that effective communication flows to and with the different partners throughout the year. S/He will encourage a knowledge environment; ensure proper documentation, help build a positive reputation for HEART while adhering to HEART standards of communication.

Specific Roles and Responsibilities:

- Clearly communicate the mission, vision, core values, programmatic priorities and story of HEART in Kenya with both internal (staff, volunteers, community) and external audiences (donors, media, businesses, agencies, churches);
- Ensure effective communications across different media platforms and formats in adherence to the HEART communication standards;
- Ensure prompt posting of information on HEART Facebook page; ensure page is up to date, accurate, compelling;
- Work with staff to provide timely communication as updates for websites, social media and fundraising efforts. These shall include, stories, pictures and video, and progress reports that communicate effectively to U.S. donors;

- Write and produce high quality communication materials, and effectively communicate these through a blog platform and e-newsletter to key audiences; while ensuring that they conform to HEART communication standards and promote the image and objectives of the initiative;
- Edit materials (papers, briefs, PowerPoint presentations, lodge brochures, etc) in English and Kiswahili; project staff submissions for distribution to network.
- Learn, develop, coordinate and maintain an effective social media presence for HEART, including through blogs, Facebook, Twitter and other communications vehicles as appropriate;
- Develop and maintain good links with the media; organize media events, press conferences and other engagements with the media;
- Manage knowledge documentation; support documentation and publication of work and lessons; ensure regular learning sessions occur;
- Keep abreast of new ideas and materials in the area of organizational learning, M&E and communications;
- Undertake any other lawful tasks as may be assigned by immediate manager or KMT

Education:

- A university degree in communications/marketing, media, journalism or other relevant field

Skills:

- Good understanding of HIV and AIDS trends in Kenya
- Strong writing and communication skills in both English and Kiswahili; an eye for detail;
- Creative thinker and strategist who will lead in developing a communications plan that will advance HEART's work and brand;
- Ability to develop innovative ways to tell and promote HEART's story;
- Assist in the development of messaging for the organization;
- A Christian who is compassionate and cares, with ability to foster teamwork;
- Computer proficiency including web-based applications;
- Flair for working with visual materials; a powerful creative eye;

- Keen understanding of traditional media, social media and uses of new technologies for communication in Kenyan context and an understanding of international media;
- Strong analytical and organizational skills; and
- Ability to be on top of issues and deliver quality on time

Experience:

- Experience in development and/or communications work, including excellent oral, writing, and editing skills;
- Demonstrated experience creating and implementing a strategic communications and marketing plan; and
- At least three years' relevant working experience, specifically in marketing and communications.

Applications should include cover letter detailing suitability to the position, current and expected salary, CV, daytime telephone numbers, address and names of three references with phone contact information, should be addressed mailed to dominicahkanyi@africaheart.com by **14 April 2017**. Interviews will be scheduled when responsive applications are received.

Only short listed candidates will be contacted. ***HEART is an equal opportunity employer.***