



JOB ADVERT

VACANCY ANNOUNCEMENT COMMUNICATIONS OFFICER

Ishaqbini Hirola Community Conservancy (IHCC) is a community-led conservation initiative situated on the eastern banks of the Tana River in Garissa County, specifically within Ijara Sub County, Masalani ward. It encompasses the areas of Hara, Korisa, Kotile, Bulawarade, and Abalatiro locations. The conservancy was established in 2007 and focuses on the conservation and protection of the critically endangered hirola antelope, which is endemic to this region. The hirola is recognized internationally as the most severely threatened antelope species in the world and is listed as 'Critically Endangered' on the IUCN Red List. In 2012, the conservancy established a 27 km² predator-proof sanctuary specifically for the hirola, creating a secure environment free from predation, poaching, and competition with livestock. This sanctuary serves as a crucial habitat for the hirola to breed and thrive, contributing to the species' recovery efforts. IHCC's primary goal is to drive conservation efforts while also enhancing community livelihoods and empowering the local population to manage their natural resources. The vision of IHCC is to become a preferred provider of community-led solutions in wildlife conservation, rangeland management, and sustainable livelihood improvement.

The conservancy is one of the member conservancies supported by the umbrella organization of **Northern Rangelands Trust (NRT)**, one of the most successful and impactful local conservation organization based at UNESCO World Heritage Site Lewa Wildlife Conservancy. More information can be found at www.nrt-kenya.org. NRT is a membership organization owned and led by 45 community conservancies in Northern and Coastal Kenya. NRT was established as a shared resource to help build and develop community conservancies, to enhance people's lives, build peace, and conserve the natural environment.

The conservancy is currently seeking to recruit Communications Officer to assist with its project "Conservation for Better Well-being" (Uhifadhi na Maisha Bora), which is funded by USAID. Ishaqbini is the first community conservancy in Kenya to successfully secure direct funding from USAID.

Job Title:	Communications Officer
Location:	Based at Ishaqbini CCY HQ
Reports to:	Conservancy Manager

Job Purpose:

The Communications Officer will be responsible for developing and implementing communication strategies to promote the organization's mission, activities, and achievements. This role involves creating content for various platforms, managing media relations, and engaging with stakeholders to enhance the organization's visibility and reputation.

Key roles/Responsibilities:

- Develop compelling content for the organization's website, social media platforms, newsletters, and other communication channels.
- Write and edit press releases, articles, blogs, and promotional materials that effectively communicate key messages and initiatives.
- Identify, create and establish effective communication channels between stakeholders and project leadership for the purposes of idea exchange, transparency, and feedback.
- Oversee the development and management of social media channels (including Twitter,

Facebook, Instagram) and production of regular and incisive blogs.

- Monitor social media trends and analytics to optimize engagement and reach.
- Develop, lead and manage the delivery and review of internal and external communications and public relations strategy that support the project; well-illustrates the conservation and development wins being made by communities; strengthens the project's profile, and supports the organization's fundraising efforts.
- Build and maintain a positive profile for the project through impactful media and outreach across key external online and offline communications channels; driving compelling stories and events that reinforce the project's brand, while ensuring regular and efficient sharing and exchange of information through effective internal communications.
- Conceive, develop, and lead groundbreaking communications and advocacy campaigns for projects and events to help achieve community conservation goals.
- Coordinate internal communication efforts to ensure consistent messaging and alignment with organizational goals.
- Prepare and distribute newsletters, internal announcements, and updates to staff and stakeholders.
- Work with colleagues to produce editorials, features, advertisements, brochures, fact sheets, briefings, position papers, news stories, impact assessments, etc.
- Develop and maintain positive working relationships with targeted online, print and broadcast journalists, editorial writers and columnists, as well as other media staff. This includes supporting well-executed media strategies and activities, including press conferences, one-to-one briefings, press release, and other written materials.
- Assist in planning and promoting organizational events, including conferences, workshops, and public outreach activities.
- Provide on-site support during events to facilitate media coverage and manage communication logistics.

Qualifications, Knowledge, and Experience required:

- Bachelor's degree in communications, public relations, Corporate Communication, Mass Communication and Journalism, Marketing or other relevant filed from a university recognized in Kenya.
- Master's degree in the relevant field and possession of any relevant professional course and membership to a Professional Body will be an added advantage
- Proven experience of 5 years in communications, public relations, or media relations, preferably in a nonprofit organization, government agency, or corporate environment.
- Excellent writing, editing, and proofreading skills, with the ability to craft clear and persuasive messages for diverse audiences.
- Strong understanding of digital and social media platforms, content management systems (CMS), and analytics tools.
- Ability to work under pressure, manage multiple projects simultaneously, and meet deadlines effectively.
- Experience with graphic design software (e.g., Adobe Creative Suite) and basic knowledge of HTML/CSS is a plus.
- Experience with crisis communication and issues management.

Technical & Behavioral competences:

- Must be skilled in inter-personal communications, have an ability to work with multiple stakeholders including community and government.

- Demonstrated potential for leadership and the ability to mentor and guide junior staff.
- Skilled in motivating and influencing others.
- Demonstrated ability to think creatively and solve problems effectively.
- Computer literacy in Microsoft office suits such as Word, Excel, PowerPoint, and Emails.
- Awareness and respect for diverse cultures and backgrounds.
- Ability to work inclusively and promote a diverse work environment.

How to apply:

Interested and qualified candidates are required to submit their application including a cover letter, detailed Curriculum Vitae highlighting relevant experience, academic and professional certificates, testimonials, a daytime telephone contact, email address, and names of three professional referees to reach us by close of business **Wednesday, 11th September 2024** via ishaqbini@nrt-kenya.org, addressed to:

MANAGER
ISHAQBINI HIROLA COMMUNITY CONSERVANCY
P.O BOX 46 70105 MASALANI

Only shortlisted candidates will be contacted.