

JOB DESCRIPTION – COMMUNICATIONS ASSOCIATE

Job location: Nairobi, Kenya – Full time

Under the supervision of the Senior Communications Officer and working with ATIDI's Communications team, you will support the organization's Communications outputs, allotting her/his time as follows:

- 40% in support of the promotion of ATIDI's Energy solutions (RLSF);
- 60% in support of corporate Communications activities.

Key Duties and Responsibilities:

The key duties and responsibilities of the Communications Associate will be as follows:

1. ATIDI's Energy solutions

Support the development and the implementation of a specific Communications plan around the Regional Liquidity Support Facility [RLSF] as below:

- General logistics and administration support;
- Support on correspondence with KfW and NORAD on Communications - related functions;
- Support in the organization of travel;
- Support in the organization of marketing events and conferences;
- Support in the translation of documents from English to French and French to English;
- Preparation of correspondences in French;
- Update of contact database;
- Preparation of marketing documents and PowerPoint presentations;
- Support in the preparation of events collateral;
- Other tasks and duties as may be required.

General Corporate Communications

2. Social media management

- Develop a social media plan to ramp up ATIDI's visibility on several identified platforms;
- Monitor and report on ATIDI's presence on social media.

3. Editorial

- Based on guidelines from the Senior Communications Officer, develop the first draft of the CEO monthly communiqué;
- Develop ATIDI's quarterly internal and external Newsletters and ensure dissemination to a validated recipient list;
- Draft or contribute to the content development of various documents as requested by the Communications team (press releases, reports, memo, briefs etc.).

4. Media, PR and outreach

- Maintain and grow ATIDI's media contact database;
- Support the team in maintaining the organization's overall contact database;
- Provide monthly and on-call media monitoring reports on ATIDI and relevant topics.

5. Online

- Working with the Communications team, monitor and support in updating information and content on ATIDI's website.

6. Events

- Provide back-office and on-site logistics support as assigned by the Communications team.

7. Quality control

- Proofread all relevant translated documents, as assigned by the Communications team.
- Participate in the Communications team's weekly meeting and any other meeting as assigned by the Communications team.

8. Perform other duties as may be assigned.

Role Specifications:

- A Master's degree in Communications, Public Relations, journalism, Marketing or a related field will be an added advantage;
- A Bachelor's degree in Communications, Marketing, Economics, Public Relations or a related field;
- Professional qualification or post graduate diploma in Communications, Marketing or Public Relations;
- Minimum five (5) years of experience in Corporate Communications or related field. Experience in FDI and development in Africa are preferred;
- Knowledge of and experience in communications, public relations and /or marketing;
- Demonstrated ability to work under pressure in a fast paced and multi-timeline environment, with self-direction and limited supervision;
- Demonstrated skills in assessing and implementing communications strategy in large institutions of corporations;
- Experience in designing and implementing short, long-term strategic marketing and/or PR plans;
- Good working knowledge on annual business strategy planning and budgeting processes;
- Excellent interpersonal and communication (oral, written, presentation) skills;
- Fluency in written and spoken English and French;
- Ability to work under pressure and meet urgent deadlines;
- Ability to work in a multi-cultural environment; and
- Demonstrate ATIDI's core values - unity of purpose, customer first approach, integrity, getting it first the right time and creativity.

