

Job description

Job details	
Job title: Communications Officer	Line Manager title: Corporate Communications Manager
Grade:	Direct reports:
Department: Corporate Services	Location: Eldoret
Job summary	
To support the implementation of communication, branding, and stakeholder engagement initiatives that enhance the Company's visibility, reputation, and alignment with its strategic objectives. The role focuses on developing and disseminating high-quality content across media, digital, and internal channels; supporting customer and stakeholder engagement; and ensuring consistent and compelling brand representation across all platforms. The position provides operational and creative support in executing strategies and programmes aligned with the Company's overall communication objectives and visibility framework.	
Roles and responsibilities	
Strategy Implementation & Leadership • Translate the Company's corporate communication and branding strategy into actionable annual work plans and campaigns aligned with strategic objectives. • Coordinate the execution of divisional initiatives across media, stakeholder, and internal communication functions. • Advise management on communication approaches that strengthen visibility, credibility, and stakeholder confidence. • Provide leadership, mentorship, and performance management for the Corporate Communications team. • Oversee communications budgeting, procurement, and supplier management in accordance with corporate guidelines. • Foster innovation, accountability, and continuous improvement in communication practices.	
1. Communication, Media & Public Relations • Support the planning and delivery of publicity campaigns, advocacy forums, and corporate events. • Draft press releases, media statements, feature stories, and briefing notes for review and dissemination. • Monitor and analyse media coverage, prepare reports, and recommend proactive communication responses. • Coordinate with media houses and partners to ensure balanced and timely reporting on Company activities.	
2. Content Development & Publications • Prepare and edit communication materials including newsletters, brochures, and digital content. • Assist in the layout, design, and quality control of publications, ensuring brand and editorial consistency. • Document success stories, case studies, and project milestones for internal and external dissemination. • Maintain an archive of communication content, templates, and visual assets.	
3. Branding, Visibility & Event Support • Implement corporate branding and visibility activities such as signage, exhibitions, and promotional campaigns. • Ensure compliance with brand identity standards across all printed and digital materials. • Support planning, logistics, and communication for corporate functions, trade fairs, and community events.	
4. Digital & Social Media Communication • Update and manage the Company's website and social media platforms with accurate, engaging, and timely content.	

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- Coordinate digital marketing campaigns and track engagement analytics for reporting and improvement.
- Respond to inquiries and comments on digital platforms promptly and professionally.

5. Stakeholder, Customer & Internal Communication

- Support communication and feedback mechanisms with customers, industry associations, and government agencies.
- Assist in preparing speeches, briefs, and talking points for management during external engagements.
- Coordinate internal communication initiatives, newsletters, bulletins, town hall content, in collaboration with HR.
- Document feedback and insights to improve communication planning and service delivery.

6. CSR, Sustainability & Documentation

- Document and support communication of sustainability, CSR, and ESG initiatives through reports, visuals, and stories.
- Maintain updated photo and video libraries, media contact lists, and communication databases.
- Assist in preparation of presentations, reports, and progress summaries highlighting corporate impact.

Academic and professional qualifications + Work experience

- Bachelor's degree in Public Relations, Corporate Communications, Journalism, Mass Communication, Marketing, or a related field from a recognized institution.
- At least three (3) years of relevant experience in corporate communications, public relations, or journalism in the public or private sector.
- Membership in a relevant professional body such as PRSK (Public Relations Society of Kenya) or equivalent.
- Proficiency in computer applications and digital communication tools (content management systems, social media management, and basic graphic design).
- Demonstrated competence in planning and executing communication assignments.

Technical skills and behavioural competencies

- Writing & Editing - Excellent storytelling, writing, and proofreading skills for diverse audiences.
- Media Relations - Working knowledge of media engagement, press handling, and advocacy communication.
- Digital Communication - Proficiency in managing websites, social media, and online campaigns.
- Visual Communication - Basic skills in photography, videography, and graphic design for enhanced brand visibility.
- Stakeholder Engagement - Strong interpersonal skills and professionalism in managing external relationships.
- Analytical & Reporting Ability - Skilled in analysing communication reach, engagement metrics, and impact.
- Customer Orientation - Understands the role of communication in customer satisfaction and service excellence.
- Adaptability & Innovation - Open to new ideas, trends, and technologies in digital and corporate communication.
- Integrity & Professionalism - Upholds confidentiality, ethical standards, and accuracy in communication delivery.

Sign off

Job holder name:	Signature: _____	Date: _____
Line Manager name:	Signature: _____	Date: _____
Counter-signing Quality Assuror (CQA) name:	Signature: _____	Date: _____