



Mkuki Na Nyota Publishers Limited
Job Description – Communications & Marketing Officer

We are looking for a Communications & Marketing Officer to join our team. Specifically, the candidate will be responsible for managing and organizing the company brand and reputation through communication and marketing activities. The Communications & Marketing Officer will work with the Mkuki Na Nyota internal (Business Development, Digital Marketing, Marketing & Sales, Editorial, Digital and Production departments), and external stakeholders to launch communications and marketing campaigns on time and on budget.

Department	Digital & Marketing Department
Position	Communications & Marketing Officer
Job Level	Operational
Reporting to	Business Development Manager
Job Purpose	Responsible for delivering high quality communications across a range of company platforms. Working with the Management team and Directors to ensure all communications and marketing activities drives member, stakeholder and partner engagement.

Requirements:

- MA degree in public relations, communications, marketing or similar relevant field.
- A minimum of 3 years of proven work experience.
- Excellent communication, interpersonal, and presentation skills.
- Strong writing skills in English and Kiswahili.
- Team player with a start-up mindset, including a bias for action, and a willingness to jump in to support other team members, and offer ideas beyond your area of responsibility.
- Self-starting, independent and able to organise and manage own work, within agreed objectives and responsibilities.
- Experience in a marketing or communications role, and/or a qualification in a relevant field.
- The ability to write high-quality and impactful content, which is clear, convincing, engaging and inspiring, and a flair for adapting communication styles to different audiences.
- Excellent communicator with warmth and charisma and the ability to quickly establish rapport, credibility and good working relationships.
- Strong digital skills, including proficiency in the use of content management systems and social media platforms.
- Ability to work flexibly in a busy environment, and willingness to support colleagues where required.
- Excellent portfolio with a proven track record of successful project management examples.
- Outstanding organizational and time-management skills.
- Experience in web design and content production is a big plus.
- Highly creative with excellent analytical abilities and data-driven thinking.
- Up-to-date with the latest trends and best practices in digital and print communication and marketing matrices.

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- Highly creative with experience in identifying target audiences and drafting of communications and marketing that engage, inform, and motivate.
- Strong analytical skills and data-driven thinking.

Main duties:

The Communications & Marketing Officer will report to the Business Development Manager.

Specific duties include but are not limited to:

- Creating and executing communication plans to increase public awareness, i.e.: draft but not limited to marketing emails, newsletters, campaigns and event descriptions.
- Writing and distributing content to promote the organization's brand, such as press releases, newsletters, speeches, website copy, leaflets and social media platforms.
- Responding to inquiries from the public, partners, and the media
- Managing brand/company image and reputation by influencing opinions and behavior through various communication channels, including websites, social media, and press coverage.
- Performing market research and analyzing the company's audience and its needs
- Working with management to develop and plan public relations strategies and campaigns
- Ensure tone of voice and brand consistency in all outputs, including the design and development of templates for use across the organisation.
- Proofread company comms and marketing materials.
- Use analytics to report on the reach and impact of communications and marketing campaigns, tracking performance across channels to inform future activity and metrics.
- Undertake media monitoring to capture MNN's external coverage.
- Provide support to the Management Team in producing reports for external publication.

What we offer:

- Opportunity to rapidly learn and acquire skills in a dynamic, multicultural work environment.
- Access to a global knowledge base via some of the continent's and world's most brilliant and original minds brings their ideas to be presented to the world.
- A creative and exciting work atmosphere filled with people who are passionate about storytelling.

How to apply

- To apply submit a copy of your CV and a corresponding cover letter to: hr@mkukinanyota.com.
- The **deadline for applications is Monday 18th November 2024**. Please note that only shortlisted candidates will be contacted for interviews.

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