

Call for Applications: Senior Communications Coordinator (f/m)

Who is hbs?

The Heinrich Böll Stiftung (hbs) is a German Political Foundation affiliated with the Green Party in the German Federal Parliament. The hbs Regional Office for East and Horn of Africa based in Nairobi acts as a people-centric green think-tank. We facilitate inclusive dialogues, offer expertise and in partnership with like-minded people and organizations develop innovative perspectives along the core themes: Gender, Environment and Democracy.



Learn more <http://ke.boell.org>
Follow us [@HBSNairobi](https://www.facebook.com/hbsNairobi)
<https://www.facebook.com/hbsNairobi>

What are we looking for?

Hbs is looking for a full-time Senior Media and Communications Professional who can develop our brand and communications strategy to effectively share our messages, helping us and our partners to achieve our vision for East and Horn of Africa.

Key roles and responsibilities:

Strategic

- Develop our Communications Strategy, key messaging and approach to support our goals and vision
- Develop a Content Strategy.
- Establish cross-platform communication plans that harness the effectiveness of both digital and traditional media.
- Engage in proactive and reactive media relations.
- Manage the annual communications budget.
- Continually monitor, learn from and optimise communication effectiveness.
- Provide communications counsel and service to hbs stakeholders such as our partners

Public Relations

- Engage in proactive and reactive media relations, including maintenance of database
- Monitor and coordinate Social Media activities with focus on community management.

- Generate and publish content for the media (e.g. press releases), digital platforms (e.g. e-newsletters, blog articles) and submit texts for print information material
- Work with suppliers to develop multimedia materials such as short videos, photo stories, and webinars.

Marketing

- Setup and manage digital marketing activity including paid & organic search, site optimisation, online influencer networks and social media advertising.
- Produce a wide range of communications material.
- Identify media and advertising opportunities.
- Develop a supporter and contact database.

Some mandatory requirements:

- Tertiary education.
- Fluency in English and Kiswahili
- Excellent oral and written communication skills, including copywriting and editing skills.
- 2 + years proven experience with strategy development and implementation including in a non-profit environment.
- Ability to use Wordpress, Blogger, Facebook, Twitter and preferably an Email Marketing Service Provider such as MailChimp.
- Graphic design skills, website editing skills (working knowledge of CMS such as Drupal)
- Proficiency in database management.
- Understanding of Google SEO and Paid Search advertising. AdWords certified would be ideal.
- Ability to work as part of a team and be self-motivated.
- Ability to coordinate with team members in different locations around the world.
- Attention to detail and aesthetics.
- Initiative, creativity and a willingness to learn.
- Strong identification with the core values of the Foundation.

What's on offer?

We offer a challenging, creative and intellectually stimulating career experience as part of a global network of passionate professionals that drive social innovation, transformation and political change. We believe in honouring our staff's commitment to our work and vision, providing opportunities for the professional and personal growth of our team members. Salary will be based on industry norms commensurate with skill and experience. Benefits include insurance and pension schemes.

Application process:

Deadline: **March 27**

Please email your application to Samuel Kamau samuel.kamau@ke.boell.org. Include a detailed CV with at least three references, a motivation letter, and a portfolio or samples of your past work. Please use the job title in the email subject line.

Only shortlisted candidates will be contacted for an interview.