



Communications Manager

JOB DESCRIPTION

www.theactionfoundationkenya.org

Job Description

Job Title: Communications Manager

Reports to: Fundraising and Partnerships Director

Department/ Unit: Business Development and Communications

Location: Nairobi, Kenya (with periodic travel as required)

About The Action Foundation

Since 2009, The Action Foundation (TAF) has delivered health and inclusive education services to over 20,000 children and youth with disabilities at our outreach centers and through partnerships with public and community-level schools and health facilities. With 15 years of demonstrated success in delivering impactful programs, we are dedicated to championing a movement for disability-inclusive service delivery across Kenya and Africa.

Our experience has revealed that children and youth with disabilities experience severe marginalization, poverty, violence, social exclusion, and unequal access to opportunities and that girls and women with disabilities disproportionately face socio-economic exclusion, barriers to education, and heightened risk of GBV. Our mission is to improve the quality of life of Children and Youth with Disabilities (CYWDs) through programs that cover their entire lifecycle, from early years to adolescence and adulthood. We envision a fully inclusive Africa where CYWDs can thrive.

We are dedicated to empowering CYWDs to reach their full potential and contribute meaningfully to their communities. Our programs, spanning Child Health and Development, Foundational Learning, Adolescent and Youth Education, and Girl and Women's Empowerment, create pathways for CYWDs to reach their full potential and contribute meaningfully to their communities. Through strategic collaborations with national and subnational government agencies, local leaders, and organizations, we advocate for inclusive policies and practices that prioritize disability inclusion and address gender disparities. Additionally, we gather, analyze, and disseminate data to gain deeper insights into the challenges and opportunities in service delivery for CYWD, enabling us to implement effective and impactful interventions.

Job Summary

The Communication Manager will lead TAF's communication efforts, ensuring effective storytelling, digital engagement, advocacy, and media relations to amplify our impact. This position requires a creative and strategic thinker with excellent writing skills, experience in non-profit communication, and a passion for disability rights and social inclusion. The role involves overseeing brand management, public relations, content creation, and stakeholder engagement, ensuring a consistent and compelling representation of TAF's work across all platforms.

Key Responsibilities

1. Strategic Communication & Implementation

- Develop and execute a comprehensive communication strategy aligned with TAF's mission and objectives.
- Create and manage the organizational Communications Calendar, ensuring timely execution of campaigns and key messages.
- Develop media relations strategies to position TAF as a leader in disability rights advocacy.
- Ensure consistent branding and messaging across all communication materials, publications, and digital platforms.
- Monitor emerging communication trends and recommend innovative strategies to enhance TAF's reach and impact.

2. Content Creation & Storytelling

- Develop compelling stories, case studies, blogs, and reports to highlight TAF's impact.
- Oversee the creation of multimedia content (videos, infographics, social media posts) to engage diverse audiences.
- Work closely with program teams to document success stories and best practices.
- Edit and proofread key documents to ensure clarity, accuracy, and effectiveness.

3. Digital & Social Media Management

- Oversee TAF's digital presence, including the website, social media platforms, and email newsletters.
- Develop and execute a social media strategy to increase engagement, visibility, and advocacy impact.
- Track and analyze digital performance metrics, using insights to optimize engagement and audience reach.

4. Media Relations & Public Engagement

- Serve as the primary point of contact for press, media, and public relations.
- Build and maintain relationships with journalists, media houses, and influencers to secure media coverage.
- Draft and distribute press releases, opinion pieces, and media statements, positioning TAF as a thought leader in disability inclusion.
- Organize media briefings, press conferences, and journalist fellowships.
- Maintain a database of media contacts and track media coverage for reporting purposes.

5. Advocacy Communication & Stakeholder Engagement

- Develop high-quality advocacy materials to support disability rights campaigns.
- Support policy engagement efforts by creating policy briefs, reports, and position papers.
- Coordinate outreach efforts and represent TAF in advocacy forums and strategic partnerships.
- Assist in organizing internal and external events, presentations, and learning sessions.

6. Grant Writing & Technical Documentation

- Support the development of grant proposals, crafting compelling narratives aligned with funding priorities.
- Work with program teams to document project impact and contribute to donor reports.
- Ensure effective internal communication, keeping staff informed of key organizational updates and opportunities.

7. Brand Management

- Ensure TAF's brand identity is upheld across all internal and external communication materials.
- Develop and implement communication plans to manage reputational risks effectively.

Qualifications & Experience

- Bachelor's or Master's degree in Communications, Journalism, Public Relations, Media Studies, or a related field.
- Minimum of 5 years of experience in communication, advocacy, or media relations, preferably in the nonprofit or social impact sector.
- Strong writing, editing, and storytelling skills, with a track record of producing high-quality content.
- Proficiency in digital marketing, social media management, and multimedia content creation.
- Experience in media relations, public engagement, and strategic communication.
- Ability to work under pressure, manage multiple projects, and meet tight deadlines.
- Experience in grant writing, technical documentation, and donor reporting is a plus.
- Passion for disability rights, gender equality, and social inclusion.
- Knowledge of graphic design and video editing software is an added advantage.

Key Skills & Attributes

- Exceptional writing, editing, and communication skills with a strong storytelling ability.
- Strong analytical skills with the ability to translate complex data into compelling narratives.
- High level of creativity and ability to develop innovative and engaging communication strategies.
- Proficiency in media monitoring tools, digital marketing analytics, and social media insights.
- Proven ability to manage multiple stakeholders, from media to donors and advocacy groups.

- Experience in managing communication budgets and resources effectively.
- Ability to provide mentorship and leadership to communication teams and staff.
- Sensitivity to cultural, political, and social issues, particularly those affecting persons with disabilities.

Application Procedure:

Interested candidates should submit the following documents by **March 14th, 2025**.

- A cover letter
- An updated Curriculum Vitae (CV) with at least two references
- Expected salary, including details of previous employers

Please email your application to careers@theactionfoundationkenya.org, clearly stating the position you are applying for in the subject line.

The Action Foundation is an equal opportunity employer. Applications will undergo rolling reviews until the position is filled, and only shortlisted candidates will receive further communication. Our hiring decisions prioritize qualifications, merit, and organizational requirements to uphold a fair and inclusive process for all applicants.