



**Join AWARD and make a difference!**

**Senior Communications Officer (Ref. No.202513)**

**About our organization:**

African Women in Agricultural Research and Development (AWARD) envisions transformative change toward gender-responsive solutions that will catalyze lasting impact for equitable agri-food systems for women and men smallholders. We are investing in women's leadership to foster equality in AR4D, equipping AR4D professionals to integrate gender in their work, strengthening institutions to adopt gender-responsive policies and practices, and impacting the enabling environment to enhance gender responsiveness. AWARD is hosted by World Agroforestry (ICRAF), a member of the CGIAR that is headquartered on United Nations Avenue, Nairobi, Kenya.

We invite you to learn more about AWARD and World Agroforestry by accessing our web sites [www.awardfellowships.org](http://www.awardfellowships.org) and <http://worldagroforestry.org/>.

AWARD is looking for a:

**Senior Communication Officer**

The Senior Communications Officer will play a critical role in advancing the mission and visibility of AWARD. This position is responsible for developing, executing, and evaluating communications strategies and initiatives across various platforms, ensuring alignment with the organization's goals. The Senior Communications Officer will collaborate with internal teams, stakeholders, and media to promote our work, build partnerships, and engage our audience.

**Primary Duties and Responsibilities**

**1. Strategic Communications Leadership:**

- Lead the development and execution of integrated communications strategies to support communication's goals and ensure alignment with AWARD's goals and objectives.
- Oversee communications plans for key projects and advise senior leadership on key messaging, and public relations efforts.
- Led the production of strategic reports such as updates for the Steering Committee, donor reports among others.
- Oversee the contracting of communications consultants and support the monitoring of communications budget and other resources.

**2. Content Creation and Management:**

- Led the development and production of high-quality content including news articles, blog posts, newsletters, press releases, reports, audio visuals and other collateral materials.
- Ensure the content is customized for publication and dissemination across different AWARD's platforms including the website (s), social media, and other in-person platforms.
- Coordinate production of quarterly electronic newsletters and maintain mailing lists.
- Ensure that all communications materials are consistent with the organization's branding and marking guidelines.
- Manage content calendars and coordinate the timely delivery of communications across various platforms.

### **3. Media Outreach:**

- Build and maintain relationships with journalists, media agencies and outlets.
- Draft press materials, including press releases, statements, and op-eds, and manage media outreach and inquiries.
- Track media mentions and reach
- Position the organization as a thought leader by securing media placements and interviews.

### **4. Events management:**

- Coordinate the conceptualization and delivery of key stakeholder engagements events including side events at major conferences, and other notable events such as commemoration of International Women's Day among others.
- Led production of event outputs such as concept notes, guest lists, invitation letters and event reports.
- Represent the organization at external events as needed.

### **5. Digital and Social Media Strategy:**

- Oversee development and implementation of digital communications strategies, including website updates, email marketing campaigns, and social media engagement.
- Oversee website management including timely website review and frequent updates as required.
- Track the online footprint and media mentions of AWARD and amplify these where appropriate.
- Analyze and report on digital performance and metrics to optimize communication strategies.

### **6. Other Duties & Responsibilities:**

- Oversee the communications' subscriptions to various platforms include graphic design applications, newsletter management platforms, digital tracking among others.
- Support the maintenance of an inventory of AWARD's information, education and communication materials and communication assets/equipment.

### **Requirements**

- A master's degree in journalism, public relations, communications, or related field, preferably within agricultural research and development and non-profit sector.
- At least ten years' relevant professional experience in a communications position including at least 2 years in a senior or leadership role.
- Proven track record of creating and executing communications strategies that increase visibility and engagement.

### Personal attributes and Competencies

- Exceptional writing, editing, and verbal communication skills with demonstrated experience publishing different written outputs.
- Strong understanding of digital platforms, social media, and web content management.
- Ability to work effectively under pressure and manage multiple projects simultaneously.
- Strong interpersonal skills with ability to collaborate across diverse teams.
- Strong attention to detail and commitment to quality and accuracy in all communications.
- Proficiency in Microsoft Office, InDesign, Illustrator, Photoshop (the whole Adobe suite).
- Direct, demonstrated experience with and knowledge of content management systems [mainly Drupal and WordPress] and online newsletter management.
- Displays the highest standards of personal integrity.

### Terms and conditions

- This is a Locally Recruited Staff (LRS) position. ICRAF offers competitive remuneration in local currency, commensurate with skills and experience.
- The appointment will be for a period of **2 years**, inclusive of a **6-month** probationary period, with the possibility of extension contingent upon performance, continued relevance of the position and available resources.
- The duty station will be in **Nairobi, Kenya**.

### Application process

Go to <http://worldagroforestry.org/working-for-icraf/vacancies>

- The application deadline is **17 February 2025**.
- CV and Cover Letter should be in PDF and Labelled with the applicants First and Second Names.
- We will acknowledge all applications but will only contact short-listed candidates.

**CIFOR-ICRAF is an equal opportunity employer. Staff diversity contributes to excellence.**