

JOB VACANCY

Senior Communications Officer

Background

The Partnership for African Social and Governance Research (PASGR) is an independent, non-partisan pan-African not-for-profit organisation established in 2011 and located in Nairobi, Kenya. Currently engaged in more than 26 African countries, PASGR works to enhance research excellence in governance and public policy that contributes to the overall wellbeing of women and men.

The Senior Communications Officer will work closely with programme teams and will be responsible for implementation of the Communication Strategy, and its implementation plan. S/he will report to the Executive Director at PASGR.

The Position

The position is responsible for facilitation and coordination of all corporate communication and public relations at PASGR; creating and raising positive awareness and visibility of the organization's work with stakeholders. It also ensures dissemination of appropriate messages to relevant audiences (both internally and externally). Lastly, it supports MEL and Knowledge Management units through documentation, storage and sharing of the organization's work.

Key Responsibilities

Communication Management

- Lead development and implementation of strategies, standards, guidelines, and policies for communications.
- Lead development, implementation and review of annual management plans, operational plans and budgets for the department.
- Support resource mobilization; giving input to fundraising initiatives and proposals.
- Maintain an updated database of key PASGR stakeholders; partners, donors, collaborating agencies, media, government agencies, key contact persons among others.
- Develop and maintain an updated calendar of corporate events and activities.
- Provide technical input and capacity building to management and staff on communications; keeping abreast with global changes and organization needs.

Coordination of Corporate Communication

- Act as the liaison between PASGR and external parties in communication and information of the organization's work.
- Manage continuous profiling of the organization to build and maintain positive image with its audiences and publics.
- Support external communication with stakeholders; partners, collaborating agencies, donors, government, public among others, adopting the most appropriate channel.

Production and Dissemination of Communication Materials

- Support management and staff in finalization in writing, proofreading, editing, and compilation of communication, correspondence, publications, presentations and promotion materials.
- Coordinate the production and sharing of newsletters, general updates, publications and documentaries.
- Take and edit pictures, audio and video recordings for documentation purposes and for information dissemination to stakeholders and target audiences.

- Facilitate capture, editing and production of photos, audio, video, documentaries and any other recordings for documentation, storage, archiving and sharing/dissemination to stakeholders and target audiences.
- Manage the design, production, publication and distribution of materials, documentation and documentaries to enhance visibility, image and work of the organization.
- Ensure all PASGR's contents, documentation and publications comply with branding guidelines, safeguarding and protection standards, public and intellectual property standards, legal and compliance requirements and internal policies and controls.

Manage Website and Social Media

- Ensure the social media platforms; website, blogs, social media handles content are appropriately design, relevant and valuable to the target audience, engaging, authentic, visually appealing, clear communicated communication and invites interaction.
- Ensure social media platforms are fast loading speeds, ease of accessibility and navigation by all devices, visibility and quality content for all social media platforms for PASGR; content is appropriate and up to date.
- Prepare and disseminate monthly, situational and ad-hoc reports.
- Manage all official social media platforms; design, content, presentation and responses to capture and reflect the organization's mission, vision, values, strategies and work.
- Coordinate drafting, sourcing, editing, harvesting and dissemination of relevant articles, stories, photos, videos, documentaries and documentation for the website
- Prepare, disseminate and continuously update blogs, photos, features and stories on PASGR's social media platforms.

Manage Public Relations

- Manage the organization's branding and visibility initiatives and ensure consistency in identity and messaging in all documentation, promotion materials and publications.
- Develop and maintain gainful networks that promote the organization's work.
- Identify like-minded organizations for information sharing and partnerships.
- Create and use partnership with media to achieve the organization's communication and public relation strategies in the regional and internationally.
- Ensure PASGR shares relevant information with its key partners and audiences.
- Monitor and alert the organization of potential publicity and reputational risks.
- Represent PASGR and participate in relevant meetings and events.

Manage Media Relationships

- Monitor and capture media coverage on all platforms that relate to the organization; ensuring the content and messaging is always credible, positive and relevant.
- Establish and maintain strong working relationships with media houses/channels in the region to promote the organization's profile and work.
- Coordinate and manage media appearances, providing appropriate data, information and backstory.
- In collaboration with Executive Director's officer and management; draft speeches, press statement, press releases, Briefings, feature stories opinion pieces, articles and replies for media, which presents PASGR's position and/or opinion.
- Manage and provide appropriate responses to media and general public inquiries.
- Coordinate and manage media campaigns and placement of advertisements on relevant media platforms.
- Support to MERL in Documentation, Sharing and Learning
- Undertake periodic monitoring and evaluation on the use and effectiveness of media materials and share results and findings.
- Lead in creation of gallery and library that stores all photos, videos, audios, documentaries, publications and reports.
- Work closely with MEL and Knowledge Management units in documentation, presentation, storage, archiving and sharing of case studies, experiences, lessons and best practices to promote the organization's work.

Other Responsibilities

- Participate in and facilitate meetings and spaces for staff to coordinate and co-create tools, practices, processes, and evidence.
- Participate in team and organisational planning and retreats, annual personnel reviews.
- Support an organisational culture that aligns with PASGR's principles.
- As may be assigned by the Executive Director.

Specification and qualifications

Education:

- Masters' degree in Communication, Journalism, Public Relations, Media Studies, Marketing, International Relations or related field.
- Post graduate training in communication, marketing and public relations will be an added advantage.
- Experience in PR/media management is desired.
- Professional certification in Project Management will be an added advantage.

Experience:

- Eight (8) years minimum working in a similar role in a corporate organization, NGO or government agency with presence in Africa region.
- Demonstrated strong writing, editing and storytelling abilities; expertise in multimedia (photography, videography, graphic design); digital media proficiency (social media, website management).

Essential knowledge and skills:

- **Development Sector:** A strong understanding of the international development landscape and the specific socio-economic and political issues within the African region is essential.
- **Media & Communication:** Expert knowledge of both English and, preferably, French, along with a deep understanding of communication techniques and institutional branding.
- **Digital & Multimedia:** Proficiency in various digital platforms, including social media monitoring and analytics, content management systems, and email distribution platforms.
- **Storytelling:** Knowledge of how to translate complex data and program results into engaging narratives for different audiences.
- **Written and Verbal Communication:** Excellent skills in crafting compelling public messages, press releases, and other content; as well as public speaking and internal communication. Must demonstrate very strong report writing and presentation skills.
- **Content Creation:** Proficiency in multimedia creation, including photography, videography, and graphic design.
- **Digital Media Management:** Experience with social media management, website management, and digital analytics tools.
- **Project Management:** Strong project management and coordination skills to manage communications initiatives, including planning, budgeting, and execution.
- **Cultural Awareness:** The ability to work effectively in diverse, multicultural environments and communicate across different communities in the regional.

- **Adaptability:** Capacity to thrive in fast-paced environments and adapt strategies based on performance metrics and changing circumstances.
- **Digital Content Management:** Proficiency in managing websites, content management systems (CMS), and social media platforms, including analytics and scheduling tools.
- **Multimedia Skills:** Demonstrated ability in photography, videography, and graphic design, often using tools like the Adobe Creative Suite.
- **Writing & Editing:** Exceptional writing, editing, and storytelling skills are essential for translating complex information into accessible and engaging content.

Additional Skills

- Strong ability to find innovative and practical solutions to complex problems.
- Excellent conceptual and analytical skills, including ability to do aggregate analysis, develop accurate interpretations and draw conclusions from information.
- Excellent oral and written communication skills in English and Swahili with proficiency in conveying complex and technical processes and ideas to diverse audiences. Fluency in French is a plus.
- Strong facilitation skills and demonstrated ability to work collaboratively with diverse individuals, teams and cultures is required. Demonstrable capability to communicate technical information to non-experts is essential.
- Good networking, interpersonal and relationship building skills and demonstrated ability to work constructively with people from different professional disciplines and personal backgrounds.
- Curious individual with ability to work both independently and collaboratively, and to seek assistance with projects as required.
- Attention to detail and strong organisational and critical thinking skills.
- The ability to thrive in a role with a great deal of autonomy in an environment that is highly collaborative, communicative, and team oriented. An interest in continuous learning and professional growth is desirable.
- Commitment to the PASGR's mission and values.

Application process

Interested candidates for the role are required to submit a formal application for this position. All applications should include:

- a) A cover letter explaining their interest in the position, and relevant experience.
- b) A CV/resume, demonstrating relevant experience and including contact information (5 pages maximum).

Applications should be submitted with the subject clearly indicating "SCO/ED/2026:Senior Communications Officer" by no later than Friday, 22nd May 2026, 5.00p.m. EAT to recruitment@pasgr.org.

PASGR is an equal opportunity employer.