

TITLE: Communications, Design, & Social Media Consultant
PROGRAM: USAID/CLEAR Program

Job Summary:

The **Communications, Design, & Social Media Consultant** will take a dynamic approach to supporting USAID/CLEAR communications strategy and development of communications products. S/he will build work across the USAID/CLEAR portfolio with staff and take a proactive approach to identifying stories, messaging, and products that communicate the program's learning and results to various stakeholders, especially USAID. S/he will create professional graphics and products for social media, presentations, and dissemination of USAID/CLEAR work.

S/he will support both internal and external communications efforts, s/he will contribute to content-development of project outreach materials, including learning, blogs, success stories, Facebook/LinkedIn postings, Tweets, presentations, photography, videography, events management, and media relations. S/he will lead the team in identifying various angles to strategically promote the program's efforts through news media and other platforms. The ideal candidate will come prepared with a portfolio of communications efforts to showcase their writing and communications skill set.

Working closely with USAID/CLEAR Technical Specialist and the CLA Officer, s/he will liaise between project partners, beneficiaries, key project staff, and local service providers to build a strong bridge for the exchange of information and incorporate the project's learning, results and findings into the overall communications and outreach activities of the project.

- In consultation with USAID/CLEAR Technical Specialist, implementation of the program's communications strategy (2020-2023)
- Manage USAID/CLEAR social media channels including designing photo cards, tweets/posts, and other content to share CLEAR's work. Lead in the development and implementation of USAID/CLEAR social media content strategy to disseminate program activities
- Design invitations, flyers, and other products to promote USAID/CLEAR events following USAID and Global Communities' branding guide.
- Lead writer for USAID/CLEAR blog and website. Develop stories with the help of the USAID/CLEAR team. Update USAID/CLEAR micro-site with blogs, articles, and other materials.
- Work closely with USAID/CLEAR M&E unit to compile and collate relevant data and information for developing data-driven technical briefs, case studies, success stories, blogs etc.
- Facilitate drafting & distribution of all press releases, media announcements, etc.
- Work with USAID/CLEAR team to develop/maintain a repository of knowledge management content that includes print, photography, and electronic databases accessible to staff and update them regularly.
- Consistently build capacity of USAID/CLEAR leadership on how to strategically profile the program's work and partners during media interviews
- Stay informed of all major issues in Kenya's cooperative sector and of USAID/CLEAR strategies and activities so that project communications and outreach is grounded in facts, rich in technical depth, and broad and diverse to reach a wide variety of audiences.
- Lead in securing strategic media engagement opportunities to amplify USAID/CLEAR activities, impact and to promote USAID, Global Communities and partner organizations brands.

- Consistently follow USAID regulations and Global Communities' policies and quality management best practices.
- Other duties as assigned.

QUALIFICATIONS

Education: Bachelor's degree in either Mass Communication, journalism, social science or its equivalent

Experience:

- A minimum of 4 years' experience in communications; Demonstrated social media and design experience preferred; Experience with USAID or other International Development experience a plus.
- Excellent written and verbal English communication skills with demonstrated ability to communicate and unpack complex ideas for a variety of audiences with brevity and simplicity;
- Experience drafting and executing a comprehensive communication strategy in support of a project strategy, incorporating a variety of media and tactics;
- Demonstrated experience writing and managing content for a variety of media including digital and social media platforms (Twitter, LinkedIn, Facebook, etc.), blogs, case studies, and factsheets/briefings;
- Proficient design skills to develop products for social media and program dissemination. Experience designing with PowerPoint, Microsoft suite, Canva, adobe, or other design software to create professional and cleanly designed products.
- Ability to work proactively with teams to anticipate and identify learning and results occurring in the field and craft messaging around those;
- Ability to work independently as well as build relationships across a variety of internal and external stakeholders;
- Experience building and maintaining media relations;
- Experience working with international development partner(s) under USAID-funded projects will be an added advantage;
- Ability to represent the project in external meetings including with partners;
- Experience in communications for economics, business, SMEs, cooperatives, or other similar sector will also be an added advantage.