



Vacancy Announcement

Position: PR and Communications Officer

Reports to: Head - Communications, Fundraising and Advocacy

Location: Nairobi, Kenya

I. Major Functions

Ensure that East African Wild Life Society communicates impact of its advocacy work as well as its conservation programmes and to assist in brand building and fundraising related duties.

II. Major Duties and Responsibilities

- Assists in the implementation of the EAWLS Communications Strategy;
- Disseminates information in appropriate media, as appropriate for different target audiences, that clearly explain EAWLS's role in conservation and advocacy as well as its relevance to the Kenyan/East African society;
- Promotes and markets the EAWLS brand to improve its image and galvanize partnerships;
- Work with the Head of Communications to develop and implement a quarterly media strategy to enhance visibility of EAWLS in local and international media
- Constantly monitors and updates EAWLS's social media pages;
- Participate in the production of Swara to enhance advertising and subscriptions
- Developing web content, updating and timely uploading of stories for the EAWLS and Swara websites;
- Ensures the timely production of the EAWLS newsletter as well as other EAWLS publications;
- Production & dissemination of EAWLS monthly newsletter
- Undertakes media monitoring to inform brand building and advocacy;
- Organising fundraising activities and initiatives at EAWLS and the production and sale of EAWLS merchandise;
- Assists in organising EAWLS events and campaigns;
- Assists the Systems and Web Administrator in carrying out routine ICT functions;
- Having photography & video taking skills, including Collating of all EAWLS photos and videos into a multimedia library;
- Maintains a media database of national, regional and international journalists with an interest in natural resource management;
- Performs other duties as requested by the Head of Communications.

III. Requirements

Required Functional Skills:

- University degree in Communications, Public Relations, Media Relations, or other related fields;
- Excellent writing skills (writing press releases and organizing press visits will be an added advantage);
- Minimum of 3 years' relevant experience in a communications role
- knowledge of social media platforms popular in Kenya/East Africa;
- Hands-on multi-media skills (desktop publishing, film, photography);
- Good knowledge of IT (is an added advantage);
- An understanding of, and vocational interest in, environmental conservation, international development, NGO sector and other related fields would be preferred;
- Excellent oral and written English and Kiswahili with knowledge of other local languages an asset.

Required Skills and Competencies

- Excellent communication interpersonal, organisational, analytical and research skills;
- Innovative, creative and willing to learn;
- Passionate about biodiversity conservation;
- Adherence to EAWLS's values

To Apply

Applicants should submit a resume and cover letter to info@eawildlife.org by 3rd May 2019.