



VACANCY ANNOUNCEMENT

The Electrical and Electronic Waste Producer Responsibility Organization of Kenya (EPROK) – a Packaging for electronic and electrical Producer Responsibility Organization, which is an affiliate of the Kenya Association of Manufacturers, is seeking to competitively fill the following position:

Designation: Corporate Communications Assistant Officer
Reporting to: Deputy Head of Policy Research and Advocacy
Contract Type: Two-Year Contract
Location: Nairobi
Reporting Date: Immediate

Job Purpose:

To support the Corporate Communications and Marketing function at EPROK by ensuring effective communication with internal and external stakeholders.

Key Duties and Responsibilities:

Your specific duties will include and not limited to the following:

I. Corporate Communications – 50%

- Collaborate with stakeholders to develop and implement an effective communications strategy and PR plans and campaigns based on our target audience.
- Oversee strategic and targeted communication to members and ensure regularly updated social media touchpoints, including news highlights, emails, etc.
- Seek opportunities to enhance the reputation of the brand and coordinate publicity events as required.
- Implementing corporate sustainability initiatives and strategies.
- Support crisis management as it arises and escalates to the CEO, Communications Committee Chair and/or Board Chair.
- Write, edit, design, and distribute content, including publications, press releases, website content, annual reports, speeches, and other marketing material that communicate the organization's activities, products and/or services.
- Promote communications and marketing materials through appropriate social media channels.
- Track analytics and create reports detailing successes and failures of communications plans and campaigns.

- Leverage existing and build new relationships to identify marketing opportunities to amplify the brand.
2. Brand Management – 20%
 - Develop and implement the EPROK Brand Policy.
 - Define and maintain a consistent brand message inclusive of the brands' voices and visual identities.
 - Set brand awareness KPIs in terms of the success of key metrics.
 - Maintain digital media archives (photos, videos) and records of media coverage and collate analytics and metrics.
 - Maintenance of EPROK mailing lists.
 3. Events Management – 10%
 - Develop and manage internal/external corporate and local community events in support of a Corporate Giving Strategy.
 - Develop and implement event plans and concepts.
 - Manage an effective event marketing campaign.
 - Ensure that on-the-day logistics are running smoothly (catering, venue, equipment).
 - Mobilize participants, manage registrants and send communication to attendees when needed (last-minute venue changes, parking notices, etc.).
 - Post-event communication, feedback, reporting and analysis.
 4. Media Relations – 10%
 - Establish and maintain effective relationships with the national and county media and maintain a media database to define and promote EPROK's public image.
 - Responding to media inquiries by arranging interviews with relevant EPROK stakeholders and providing accurate and timely information to journalists.
 - Implement proactive strategic media relations including developing media responses and media scripts for various spokespeople.
 - Profile EPROK events in the public sphere through media platforms, including developing and circulating press invites and press releases to relevant media.
 5. Website Management – 5%
 - Plan, create, implement, manage, monitor and update the EPROK website.
 - Keep up to date with industry best practices and create strategies to improve website traffic metrics.
 - Collaborate with all stakeholders to ensure that website content aligns with brand strategy and meets the organization's standards.
 - Improve the website's user experience regularly and ensure website quality and efficiency by conducting regular test plans.

6. Corporate Communications Budget – 5%

- Develop and manage short-, medium- and long-term plans and budgets with guidance from the Communications Committee.
- Be informed of developments in the fields of marketing, communications and public relations, and use this information to help EPROK operate with relevance, initiative and innovation.
- Any other responsibilities that may be assigned by the KAM Deputy Head of Policy Research and Advocacy

Person Specifications:

- a) Bachelor's degree in communications, marketing, journalism, or a related field
- b) Minimum of 4 years' relevant experience in a communications role
- c) Understanding of communications, public relations and marketing best practices
- d) Excellent verbal, written, and interpersonal skills
- e) Proficient in Microsoft Office, content management systems, and social media platforms
- f) Strong communicator who works well independently and with a team
- g) Must possess exceptional writing skills and be able to compose engaging and accurate content
- h) Superior time management skills and the ability to juggle multiple projects simultaneously
- i) Good time management and organizational skills
- j) Ability to think strategically and identify ways to improve communication efforts
- k) Knowledge of design and publishing software (InDesign/Photoshop) is an added advantage
- l) Skills in multimedia, working with graphics, audio and video is an added advantage

HOW TO APPLY:

- Interested and qualifying candidates to complete the [online application form](#)
- Submit their CV and Cover Letter which should be in PDF and Labeled with the applicant's First name and Last, then Document e.g., Peter Paul CV or Peter Paul Cover Letter only to hr@kam.co.ke indicating the words "EPROK Corporate Communications Assistant Officer" as the Email subject line.
- The application deadline is **24th November 2024**.
- Only the shortlisted shall be contacted.