

**AFRICA SAND DAM FOUNDATION
PROGRAMS
ROLE PROFILE**

Communications Officer – Kenya Country Office	
TEAM/PROGRAMME: Communications Team	LOCATION: Mtito Andei
GRADE: TBC (Competitive Package)	POST TYPE: National
<p>Child Safeguarding: The responsibilities of the post may require the post holder to have regular contact with or access to children or young people</p>	
<p>ROLE PURPOSE: The Communications Officer (National) will perform a variety of tasks covering issues specific to communications, media and Fundraising at the national level.</p>	
<p>SCOPE OF ROLE: Reports to: Fundraising & Communications Manager</p> <p>Dimensions: Africa Sand Dam Foundation works in Kenya within various sites of Makueni, Machakos & Kitui Counties with a current staff complement of approximately 45 staff and current spend of approximately KES 100 million in 2015.</p> <p>Staff directly reporting to this post: None</p>	
<p>KEY AREAS OF ACCOUNTABILITY:</p> <p>Key area; Communications: Work in close collaboration with the Fundraising & Communications Manager within the Communications team, who will link up other ASDF departments and the PDQ to:</p> <ul style="list-style-type: none"> • Ensure that the organization’s communication outputs are of a high standard, respond to the needs of the target audience and are delivered within agreed timelines and budget. • Keep the programme web site up to date. • Manage a mini-library and an electronic library i.e. intranet and ensures that reference documents such as reports, plans, policies, are available. • Produce, maintain and update a data base of photographs, cases studies & impact reports to be used as inputs. • Produce promotional materials including brochures, leaflets, banners, folders, photographs, documentary films and liaise with experts and consultants, where required, for production of high quality materials for the organization. • Support in communication capacity building of staff to ensure coordination of activities on the ground – correct photos and videos are captured, proper consent forms are signed, log lists and captions are recorded. • Produce reports about the Africa Sand Dam Foundations programmes as requested. • Respond quickly and appropriately to external requests for information, especially in emergencies • Identify and liaise with external documentation specialists, editors, designers and printers to develop quality documents to support fundraising activities as required. <p>Key area: Brand management</p> <ul style="list-style-type: none"> • Ensure general adherence to corporate branding guidelines and templates, effectively disseminating these across relevant departments and staff within the organization • Support staff in communicating our brand and key messages – includes giving brand and editorial advice and disseminating our publications and resources. 	

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Key area: Media Management.

- Forward all approaches from the media to the line manager and support him as requested in preparing responses.
- Lead the Country Programme in organizing press trips when required.
- Lead on the organization of press briefings when required.

SKILLS AND BEHAVIOURS (our Values in Practice)

Accountability:

- Holds self accountable for making decisions, managing resources efficiently, achieving and role modelling Africa Sand Dam Foundation values.

Ambition:

- Sets ambitious and challenging goals for themselves (and their team), takes responsibility for their own personal development and encourages others to do the same.
- Widely shares their personal vision for Africa Sand Dam Foundation, engages and motivates others
- Future orientated, thinks strategically.

Collaboration:

- Builds and maintains effective relationships, with their team, colleagues, members and external partners and supporters.
- Values diversity sees it as a source of competitive strength.
- Approachable, good listener, easy to talk to.

Creativity:

- Develops and encourages new and innovative solutions.
- Willing to take disciplined risks.

Integrity:

- Honest, encourages openness and transparency

Date of issue: 6th May 2016