

# OGIEK PEOPLES'

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# DEVELOPMENT PROGRAM (OPDP)

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## **Job Description: Communication and Media Officer**

### **Organizational Background**

Ogiek Peoples' Development Program (OPDP) is a Kenya based Non-Governmental Organization founded in 1999 and registered in 2001 by Kenya's Non-Governmental Organizations Board (NGO Board). Our overall goal is to improve and enhance the attainment of inclusiveness of Ogiek community and indigenous peoples in the economic, social, cultural, and political spheres of life. Our main strategic priorities are advancing land and natural resources rights, good governance and institutional capacity, community identity and participation as well as gender and youth empowerment. Currently, we have our headquarters in Nakuru town and run programs in six counties namely Nakuru, Narok, Baringo, Kericho, Uasin Gishu and Nandi. We also coordinate projects nationally and Regionally focus on Indigenous Peoples and Minorities.

### **Functional Responsibilities**

Under the supervision of the Executive Director, the Communication Officer is responsible for managing the following responsibilities:

### **Media Relations**

- To support implementation of media strategies, tactics and messages to achieve maximum measurable impact on OPDP's profile, specifically on OPDP's programmatic, policy and campaigns.
- To build and maintain excellent relationships with relevant journalists, broadcasters and commentators in local and international media.
- To draft media announcements, releases and advisories.
- Prepare and support formulation of background notes, speeches and talking points for public appearances.
- To pitch stories to journalists and organizing press briefings, as directed.
- To take, edit, arrange and keep a portfolio of photos and videos.
- To offer expert advice on reputational and other media risks arising from programmatic, policy and campaigns issues.
- Develop a media outreach plan to identify and build relations with a network of traditional and specialized media and maintain these relations to increase OPDP's media profile.
- Produce media briefs, kits and timely press releases and build internal capacity to work with media effectively.

- Actively create media visibility opportunities for OPDP’s senior management, preparing talking points, and facilitating radio, TV and print media interviews where necessary.
- To monitor and evaluate media coverage. Including, advice on outreach activities with press and other communication target groups.
- Provide professional advice and support to colleagues in the Secretariat and partner organizations involved in media relations work, crisis communications including internal media capacity building.

## **Social Media**

- Work with the Secretariat to develop and implement a Social Media Strategy aligned with the OPDP Organizational Communication Strategy, imparting key ‘unique selling points’ with audience-specific, tailored content.
- Develop targeted social media campaigns for OPDP’s products, events, and milestone days.
- Manage and develop innovative and strategic cutting-edge social media content and campaigns, grow OPDP’s audience on Facebook, Twitter, YouTube and other relevant existing and emerging platforms.
- Keep up-to-date with new trends, developments and opportunities in the digital space and recommend how we can exploit them to help achieve our corporate goals and implement them.
- Collaborate with colleagues to generate and create innovate digital and multimedia products that will appeal to specific audiences.

## **Communications**

- Provide support and lead in developing high quality communication content for external and internal use including Annual Reports
- Ensure development of high-quality content and dissemination of internal and external quarterly newsletters.
- Develop bulletins for external dissemination
- Upload and update OPDP’s website with high-level content.

## **Education**

A degree in communication, media, journalism and other related discipline is required.

## **Experience**

- A minimum of 2 years of progressively responsible experience in media relations and all aspects of communication work.
- Proven ability to achieve coverage of issues and experts.
- Proven ability to develop good content
- Experience of working in a Non-Governmental Organization set-up
- Accredited by Media Council of Kenya or is a member of Public Relations Society of Kenya

- Videography and Photography will be an added advantage

Apply via email by sending your application , CV, testimonials and copy of your accreditation to [opdp@ogiekpeoples.org](mailto:opdp@ogiekpeoples.org) by 5.00pm on 3<sup>rd</sup> July, 2020.

NB:

If you will not have received any communication from us by 10<sup>th</sup> of July, 2020 please note you have not been shortlisted