



GATSBY  
AFRICA

SENIOR COMMUNICATIONS  
MANAGER - KENYA BRANCH

CANDIDATE PACK





## CONTEXT

In 1967 David Sainsbury wrote out a cheque for five pounds to establish the Gatsby Charitable Foundation. Lord Sainsbury has since given Gatsby more than £1 billion to distribute to charitable causes in fields he is passionate about, including neuroscience, plant science and public policy. More information can be found at [www.gatsby.org.uk](http://www.gatsby.org.uk).

Gatsby Africa is the charitable company set-up to implement the foundation's programmes in Africa. Our 120+ staff work from offices in Dar es Salaam, Mwanza, Iringa, Nairobi and London.



## GATSBY'S WORK IN AFRICA

Gatsby has worked to create jobs, raise incomes, and build opportunities for people in Africa since 1985.

We are currently focused on East Africa, where economies have enjoyed high growth for more than a decade, but where the benefits of that growth have not been shared widely. With millions of young people joining the labour market each year and climate change adding further pressures, East Africa urgently needs economic transformation – growth with depth that will radically change economies, rapidly create jobs and offer large numbers of people pathways out of poverty.

We aim to support this by demonstrating how high-potential sectors – such as commercial forestry in Tanzania – can be transformed to benefit more people for the long-term.

We fund and implement programmes that look to catalyse and influence large-scale and lasting change in priority sectors. We build and support local organisations dedicated to sector transformation. We also share what we are learning with others – such as governments and donors – who share our goals.

## OUR PROGRAMMES INCLUDE:

- **Tanzanian Cotton & Textiles:** Rapidly creating tens of thousands of decent textiles jobs while ensuring more than 500,000 cotton farmers can access the quality inputs and training they need to improve agronomy, increase yields and raise quality.
- **Tanzanian Forestry:** Building a vibrant commercial forestry sector that underpins downstream wood and energy industries and delivers widespread economic, social, and environmental benefits to Tanzanian citizens.
- **Kenyan Forestry:** Introducing innovative technologies and models to transform Kenya's commercial forestry sector, protect the environment and benefit millions of Kenyan citizens.
- **Tanzanian Tea:** Triggering domestic and foreign investment by building partnerships and demonstrating innovative models that boost the profits of farmers and factories and see benefits shared more equitably.
- **Rwandan Tea:** Trialling new ownership structures and methods of supporting farmers to allow the sector to fulfil its world-class potential, while ensuring smallholders benefit from its growth.

We have also developed and continue to support two independent organisations dedicated to sector transformation in the region: Kenya Markets Trust (which runs programmes in three key Kenyan sectors), and the regional industry development organisation Msingi, which works in aquaculture and textiles & apparel.



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## GATSBY AFRICA KENYA BRANCH

Gatsby has been operating in Kenya since the 1990s. We aim to work with public and private stakeholders to promote growth in key Kenyan sectors that offer opportunities to add value, create jobs and raise incomes. Gatsby Africa Kenya Branch's portfolio covers a sector development programme in commercial forestry, plus support to Kenya Markets Trust and Msingi – our partners who are also dedicated to sector transformation.

In 2016, Gatsby established the Kenya Commercial Forestry Programme to analyse the opportunities within Kenyan commercial forestry, test innovative models, bring in international learning and support stakeholders to kickstart growth. KCFP is working with public and private partners and introducing innovative technologies and models to transform the sector, protect the environment and benefit millions of Kenyan citizens.

Kenya Markets Trust (KMT) is a Kenyan not-for-profit organisation that specialises in market transformation. KMT works to stimulate inclusive and resilient growth that will lead to a step-change in the livelihoods of millions of Kenyans. KMT takes a long-term approach, staying true to its mission while adapting to the forces - such as climate change and emerging technologies - that are shaping the markets it operates within. Since 2012, KMT has created more than 230,000 new jobs and £165m additional income for Kenyans. The current portfolio comprises work in agricultural inputs, water and livestock.

Msingi is a forward-thinking East African organisation focused on catalysing competitive industries of the future. Taking a regional approach to sector development, Msingi works across Kenya, Rwanda, Tanzania and Uganda. It is currently working in aquaculture and textiles & apparel sectors. Msingi aims to generate new jobs and boost incomes while fostering inclusive opportunities for future generations to improve their livelihoods. Msingi blends market facilitation tools with the ability to directly finance pioneering, strategically-important entrepreneurs.



## THE ROLE

The Senior Communications Manager will lead and deliver all internal and external communication plans for our Kenya Branch, working closely with the Country Director for Kenya in Nairobi plus the Communications Director in London.

The Senior Communications Manager will play a key role in advising and building the communications skills and capability of the senior team, staff and partners in Kenya to help deliver our work. In particular, the role will support staff to engage effectively with external stakeholders to advance our advocacy efforts.

The role will also work alongside other communications colleagues across Gatsby to articulate and bring to life what we do in a simple, consistent and compelling way both internally and externally. For a team player who enjoys learning, this should be an exciting and rewarding position, with the opportunity to collaborate widely with colleagues and external stakeholders, and make a real impact on the organisation.







## TERMS & REMUNERATION

This is a Gatsby Africa Kenya Branch Grade 3 Senior Manager level role, with an indicative salary range of KES 5,810,028 - KES 6,763,806.

## JOB DESCRIPTION

**Job Title:** Senior Communications Manager (Kenya Branch)

**Department:** Kenya Branch

**Directly Reports To:** Country Director for Kenya

**Functional Reporting To:** Communications Director

**Location:** Nairobi, with periodic travel, primarily within Kenya

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## KEY ROLE RESPONSIBILITIES

### 1) DESIGN AND DELIVER KENYA BRANCH COMMUNICATIONS PLANS

- Lead the planning and implementation of the branch communications and influencing plans, ensuring alignment with Gatsby's overall communications strategy.
- Provide tactical advice and support to the Country Director; the KCFP Programme Director and our partner institutions to drive effective communications both internally and externally.
- Lead on developing content and advising the Senior Management Team on key staff engagement and communications activities (e.g. Town Halls, surveys/polls, communications platforms), in particular during change management processes.
- Help programme teams distil information, package programme successes and learning, and share these with other teams across Gatsby.
- Help build capacity of programme teams on how to use communications to enhance GA's credibility and influence different stakeholders.
- Lead on facilitating relevant training on effective communications for staff in Kenya, including on writing, creating and delivering presentations.
- Work with Communications, HR and Strategy & Learning Team colleagues to create GAKB office comms materials that engage, inspire and connect staff to our mission, vision and values.
- Support internal communications more broadly across GA including support to staff in Kenya to use our internal comms platforms e.g. recording, editing, and uploading of video and audio updates.
- Work with the Communications Director; Country Director and Programme Director to develop local reputation management communications - including monitoring and managing issues and crisis.
- Monitor and measure the performance and effectiveness of local communications activities

### 2) SUPPORT DELIVERY OF A RANGE OF HIGH-QUALITY EXTERNAL COMMUNICATIONS OUTPUTS AND MATERIALS THAT HELP BUILD GATSBY'S CREDIBILITY

- Support the Country Director; Programme Director; Senior Managers and other programme staff and partners as appropriate in stakeholder mapping and government/political engagement.
- Produce high quality briefings, presentations, and other materials as needed for senior internal and external stakeholders.
- Lead key information gathering - such as conducting stakeholder interviews and collecting stakeholder testimonials - and present results to position Gatsby as an influential partner with public and private sector stakeholders.

### 3) SHARING LEARNING

- Scan the Kenyan landscape for opportunities and relevant events we should engage in, and work with colleagues to organise roundtables and other events to share our experiences and learn from others in Kenya.
- Represent Gatsby on occasion externally in meetings with public and private sector stakeholders as well as conferences.
- In collaboration with programme leads, determine how research and economic analyses can be generated and positioned to influence policy at both national- and county-level.
- Support the Monitoring, Evaluation & Learning team to develop key messages on all programme interventions, package data and evidence on GA's work, and communicate it to different audiences.

### 4) GATSBY AFRICA CENTRAL COMMUNICATIONS SUPPORT

- Work with the central Communications Team to develop and implement Gatsby's Communications Strategy and provide support as necessary with the roll-out of key initiatives in Kenya.
- Contribute to management of Gatsby's external-facing media, including website, LinkedIn page and Twitter account in partnership with the Communications Manager in London.
- Work with the central Communications Team to monitor the media, gathering and sharing sector intelligence and relevant articles to help inform programme teams and external stakeholders.
- Select and coordinate communications consultancy support for Gatsby as necessary (e.g. on video, creative agencies and photography projects).
- Champion internal communications platforms and encourage staff to use them to share news.
- Develop the branch communications budget and oversee its delivery and utilisation.



## PERSON SPECIFICATION

### KEY COMPETENCIES

- Ability to communicate with confidence, clarity, conviction and enthusiasm, translating ideas, issues and observations into compelling messages.
- Ability to build trusted, sustainable and collaborative relationships – seen as a highly trusted technical resource for advice and guidance in strategic communications.
- Ability to provide excellent coaching and mentoring support to help others grow and develop personally and professionally.
- Ability to understand the dynamic and complex environment we operate in, finding creative solutions to adapt communications to resonate with different audiences.
- Ability to develop effective workplans, anticipating linkages across different workstreams and aligning plans as necessary.

### PERSONAL ATTRIBUTES

- A passion for development.
- Initiative and the ability to work independently, taking a high degree of personal responsibility for results.
- Ability to put people from all kinds of backgrounds at ease and help them to tell compelling stories.
- Very strong attention to detail, with a meticulous approach.

- A curious mindset with an active interest in continuous learning, personal and professional growth.
- Commitment to a high standard of professional performance and integrity.

### KNOWLEDGE, EXPERIENCE & QUALIFICATIONS

- Extensive experience in an internal or external communications role in Africa – either in a private or public sector context
- An understanding of public policy processes and means of influencing policy effectively as well ability to develop policy briefs
- Experience in engaging and influencing diverse stakeholder in public and private sector
- Fluency (written and spoken) in English
- Relevant higher education qualification
- Experience in working to support and strengthen organisations and institutions
- In-depth knowledge and experience of content management systems - preferably WordPress - and strong understanding and experience of Adobe InDesign

### DESIRABLE

- Understanding of a market systems approach to international development
- Understanding of Adobe Premiere Pro, Illustrator and Photoshop



## OUR VALUES

We have developed a set of values that will be used to assess a candidate's fit with the organisation and provide the basis for the culture that we aspire to use in our operations. Our staff are:

- **Ambitious** - We are motivated by our impact and by fulfilling our potential
- **Collaborative** - We are stronger together and achieve most when we empower others to succeed
- **Thoughtful** - We thrive on new ideas, innovation and evidence
- **Dynamic** - We rapidly adapt to new challenges, opportunities and learning
- **Honest** - We are honest with ourselves and others, and this helps us to learn and improve
- **Caring** - We put people first and we look out for each other







## HOW TO APPLY

This role is only open to Kenyan nationals. We particularly welcome applications from female candidates.

Before applying, please check that you can answer yes to all the following questions:

- Are you a Kenyan national?
- Do you have extensive experience in an internal or external communications role in Africa – either in a private or public sector context?

If you cannot answer yes to these questions, please do not apply, as we will be unable to progress your application.

If you can answer yes to the above questions, please submit your CV, a 1-page sample of your writing, and a short supporting statement via the [Cedar Africa Group website](#) by Friday 16<sup>th</sup> October 2020.

Your supporting statement should be no more than 2 pages long – bullet points are encouraged. It should explain:

- why you are interested in this role and Gatsby Africa.
- how your skills and experience make you a good fit – referring to the Person Specification in this pack.

## DIVERSITY, EQUALITY AND INCLUSION

Diversity, equality and inclusion are central to Gatsby Africa. We are committed to treating all employees and job applicants fairly, equally, and no less favourably than anyone else. We recognise, respect and value diversity and the benefits that difference can bring to our organisation.

If you encounter any problems with the application process, please contact us at [recruitment@cedaraficagroup.com](mailto:recruitment@cedaraficagroup.com) or call +254 20 240 0339