



Title: Digital Communications and Marketing Officer

Partner Location: Kenya

Local partner: Association of Startup and SMEs Enablers of Kenya (ASSEK)

Duration: 3-6 months

Time Commitment: full time - 35 hours per week

Assignment context:

Are you passionate about enabling social change through businesses? Do you have communication skills to share? If so, this might be the role for you!

As the Digital Communication and Marketing Advisor supporting the Association of Startup and SMEs Enablers of Kenya (ASSEK), based in Nairobi, Kenya, you will support their innovative work by developing their communication channels and increasing the visibility of the organization. You will assist in developing strategies and tools to enhance communication with partners and stakeholders.

Apply today and support the development of young entrepreneurs in Kenya!

Roles and responsibilities:

- Support public relations, media management and documentation of results
- Assist in developing and creating content for the website
- Facilitate the exchange of best practices between partner organizations and their members and stakeholders
- Evaluate and analyze the partner organization's requirements for documentation and archiving
- Support the design, coordination and implementation of the communications and marketing plan
- Assist in the development of branding and promotional materials for stakeholders and potential new innovators to increase awareness, visibility and brand positioning of the organization
- Create and share success stories by developing news angles, stories, articles and pitches that promote the organization's brand as a key player in the innovation incubation and development sector
- Ensure that a gender equality lens is consistently applied in the execution of all activities
- Support partners to empower young women and promote a culture of gender-sensitive representation in all activities and program benefits
- Participate in pre-assignment training
- Participate in at least 3 public engagement initiatives before, during, or after the assignment. Volunteers will be equipped with the tools, training, and support to achieve these goals. Volunteers will also have one virtual check-in with the Public Engagement Officer throughout the course of their assignment
- Set up a personalized volunteer fundraising page on the WUSC fundraising platform and share it in your networks. Volunteers will be supported with the tools, training and support to achieve the fundraising goal
- Submit reports as required by the partner organization and by WUSC.

Qualifications and experience:

- Currently pursuing a degree and/or training in international development, communications or related field
- Experience in, content development and designing communication materials
- Knowledge of digital communications marketing, social media tools, trends, and best practices is essential
- Demonstrated experience in story-telling, developing case studies and communicating impact stories
- Ability to work independently as part of a hybrid working group
- A commitment to gender equality, youth inclusion, and international volunteering
- Flexibility, adaptability, excellent interpersonal skills and cultural sensitivity
- Experience with group facilitation and trainings, including content development considered an asset
- Experience living and working internationally considered an asset
- Written and oral fluency in English.

Matching Process

Should you be selected for a Digital Communications and Marketing Officer position with WUSC, you will be matched with a partner organization and given a more specific assignment prior to your start date. We will do our best to take into consideration your interests, but require a certain amount of flexibility from you as well.

WUSC's Safeguarding Policy:

WUSC's activities seek to balance inequities and create sustainable development around the globe; the work ethic of our staff, volunteers, representatives and partners shall correspond to the values and mission of the organization. WUSC promotes responsibility, respect, honesty, and professional excellence and we will not tolerate harassment, coercion and sexual exploitation and abuse of any form. Successful applicants will be required to sign off on the WUSC Code of Conduct and the Self-Disclosure Form.