



Vi Agroforestry is recruiting a Regional Communication Officer

Position in the organisation: Regional Communication Officer

Geographical area of operations: Kenya, Uganda, Tanzania, Sweden

Terms: The employment is a two-year fixed-term contract at the national level, with the possibility of extension. You are expected to be available from 1st April 2023

Location: Nairobi

Reports to: Regional Director

About Vi Agroforestry

Vi Agroforestry is a Swedish development organisation registered as an international NGO in Kenya, Uganda and Tanzania. The organisation partners with local communities and organisations to fight poverty and climate change through Agroforestry and sustainable agriculture land management. During the current strategy period, Vi Agroforestry working areas includes contributing towards :*Stronger Farmer Organisations; Sustainable Agriculture and Resilient Livelihoods; Resilience building through Climate Change mitigation, adaptation, and biodiversity conservation; Food and Nutrition Security; and Advocacy.*

Since inception, Vi Agroforestry has so far contributed to the planting of over 148 million trees and supported over 2.4 million farmer families, to improve their livelihoods.

Our vision is a sustainable environment that enables women and men living in poverty to improve their lives.

Our mission is to fight poverty and climate change - together. Empowering smallholder farmer families socially and economically, building their resilience while enhancing biodiversity and climate change mitigation through sustainable agricultural land management , including agroforestry.

Vi Agroforestry is a human rights-based organisation. Our core values of *non-discrimination, meaningful participation, accountability, transparency, empowerment* and *continued learning* guide everything we do - both on our own and with our partners. The Regional Office is based in Nairobi, Kenya. For more information, see www.viagroforestry.org

Role Purpose

Vi Agroforestry Regional Office of Eastern Africa (ROEA), is looking for an experienced Regional Communication Officer. The position plays a critical role in raising awareness of the organization and its programs, as well as engaging and building relationships with stakeholders and media outlets in the region.

The Regional Communication Officer is responsible for managing the organization's regional communication channels, such as social media, websites, newsletters, and other forms of outreach. The officer collaborates with program teams in Regional and Country offices to create high-quality and engaging content, such as videos, photos, and written material. The preferred candidate has an extensive network, in-depth understanding and skills in operational and strategic communications and will contribute to increased brand awareness of Vi Agroforestry.

The Regional Communications Officer is responsible for communicating about, Vi Agroforestry's work in the region to key stakeholders. Key stakeholders include institutional donors, partner organisations in the region, and the Swedish public. The role involves independent, proactive operational and strategic communication aimed at increased brand awareness and knowledge of Vi Agroforestry's work among target audiences. The purpose is to contribute to an increased and diversified funding base, visibility of our work and results, and to effective advocacy in the region and in Sweden.

The Regional Communication Officer also monitors regional media coverage to identify opportunities for further engagement and improvement, and provides regular reports on communication activities and impact to the Regional Director.

As Regional Communication Officer your duty station is the Regional Office while you at the same time have a large deal of interaction with communication staff at Head Office in Sweden. You are responsible for developing information material and other deliverables requested by Head Office. In the region you have the responsibility to support staff and partner organisations with communication activities.

The role requires the ability to work autonomously and with flexibility to ensure that all communication work is in line with the budget, strategies, regulations and project-specific requirements. The role also requires close collaboration with other regional advisors supporting programs i.e. advocacy, climate change, resource mobilization and gender.

The successful Regional Communication Officer should have excellent written and verbal communication skills, strong organizational and project management skills, and proficiency in digital communication platforms and social media. The person should also have a strong understanding of the media landscape in the region and the ability to work both independently and as part of a team.

Duties and responsibilities

- Develop and implement effective communication strategies that align with Vi Agroforestry's overall mission and objectives.
- Initiate and coordinate efforts to increase local/regional awareness of Vi Agroforestry and partner organisations' work.
- Provide guidance on branding requirements for the region and reinforce application and consistency of Vi Agroforestry's communication brand policy across all internal and external products and materials.
- Support the Regional Director with the proactive and operational crisis communication work as need arises.
- Strengthen the competence and capacity of staff in the region as well as partner organisations by offering communication trainings tailored to the region's specific needs.
- Actively work with the media and programme teams in regional and country offices to promote Vi Agroforestry's visibility via local and regional media platforms.
- Provide support to resource acquisition and policy change efforts by stronger sector positioning through mapping visibility needs and donor communications needs.
- Review, update and implement the communication strategy for the region.
- Manage and maintain Vi Agroforestry's regional communication channels, including social media, website, newsletters, internal communication and other forms of outreach.
- Collaborate with program teams to create and disseminate high-quality and engaging content, including videos, photos, and written materials.



- Continuously produce publications, regional newsletters, case studies/ stories, results, testimonials, photos and films that highlight and explain Vi Agroforestry programme successes and contributions to target audiences, stakeholders and partners in accordance with the guidelines for regional communication deliveries, for channels in the region as well as in Sweden.
- Provide regular reports on communication activities and impact to senior leadership.

About you

As Regional Communications Officer you are independent and mature in your profession. As your tasks are divided between the regional and the Swedish context it is of great importance that you are responsive and able to adapt your approach and priorities. You need to have the ability to communicate to different target groups and understand the wants and needs of the same. You need to have excellent organisational, scheduling and planning skills and the ability to meet deadlines. As a person you are positive, self-driven, curious, you enjoy new challenges and working in a dynamic and always changing environment. You are interested in current affairs and share in Vi Agroforestry's vision.

Required qualifications

- Degree in communication, journalism, media studies, public relations, marketing or related field. A Master's degree would be an added advantage.
- Minimum of 8 years' professional experience working with communications, public relations, marketing, events promotion, journalism trades, media or similar.
- Experience working with communication for an NGO/INGO or similar.
- Experience working with different media platforms, digital, social media, printed etc.
- Experience in photography and filming
- Advanced written and spoken knowledge in professional English.
- Experience working with Adobe Creative Suite
- Experience working with WordPress and mail chimp.
- Established network and capacity to maintain strategic relationships with media and development cooperation actors.
- Experience producing content for external and internal audiences.
- Ability to work independently with high level of confidence and confidentiality.
- Membership or affiliation to a relevant professional network - Public Relations Society of Kenya.

Application

Apply at the latest 24th February 2023.

Apply by sending your CV and cover letter to applicationsKE@viagroforestry.org

Please note that you need to have a Kenyan work permit to be qualified for this position. Only candidates who are short-listed will be contacted. Short-listed candidates are expected to hand in work samples.

The employment is a two-year fixed-term contract at the national level, with the possibility of prolongation. You are expected to be available from 1st April 2023



Vi Agroforestry is an equal employer, it works actively with diversity and inclusion in the organisation. We welcome applicants regardless of sex, gender identity or expression, race, colour, ethnicity, religious belief, political opinion, national extraction, social origin, HIV/AIDS status, age, disability, family responsibilities, sexual orientation, and/or trade union membership or activities.

For more information

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