

## **Terms of Reference for Publications and Communications Officer**

**Title:** Publications and Communications Officer

**Probationary Period:** 3 months

**Place of Work:** Nairobi and outside as required

**Responsible to:** Executive Director through Membership and Communications Manager

### **Duties**

The Publications and Communications Officer works to develop and produce a strong, diverse and high-quality publications needed to communicate Nature Kenya work to private sector, individuals, members, funders and the general public among other audiences to foster an educated, involved and informed Nature Kenya membership and the public, to improve Nature Kenya's public profile, and to secure resources for its activities and operating costs, in line with the strategic plan.

The PCO supports the MCM to develop and maintain online publications, including but not limited to the website and social media sites. As part of your job, tailor-made conservation publicity materials and publications will be produced for appropriate sectors, from primary to tertiary and the general public. Relationships with the media will be developed, and media-based awareness programmes and articles on Nature Kenya will be broadcast.

To support these strategic goals, fundraising is a key component of your work. You are required to support fundraising staff by packaging and designing information used in promoting the Nature Kenya work to prospective donors.

The PCO reports to the Executive Director through the Membership and Communications Manager and works closely with membership and conservation staff to ensure full integration of conservation outcomes into Nature Kenya publications and membership activities.

### **Internal linkages and collaboration**

This position is designed to be a Society generalist position taking, pooling and using information from all sectors. It is critical that you display high levels of interpersonal relationship to ensure that all units are properly coordinated to provide information critical for publications.

### **Indicators of Success**

- High-quality and timely publications, including proposals/concepts, Nature Net, Kenya Birding and other targeted publications
- Frequent appearances in print and electronic media, ranging from at least one appearance monthly
- Up-to-date website and active social media communication and sharing of Nature Kenya's work with members and the general public
- Amount of financial resources raised to support publications and communications initiatives, and conservation actions
- Ability to work as part of a team to achieve planned targets

*Specific responsibilities:*

**A. Reporting, supervising and planning**

1. Report to the Membership and Communications Manager
2. Link with staff, interns and volunteers providing articles and editorial services and provide training in public writing and editing
3. Link with and liaise with specialized committees that produce publications, e.g. JEANH, Scopus and other committee publications
4. Work closely with Conservation Programme staff and field staff.

**B. Publications production**

5. Support the timely production of publicity and membership publications, including *Nature Net* and *Kenya Birding* magazine, *Journal of East Africa Natural History*, *Scopus*, etc
6. Support the collation of articles and other inputs for Nature Kenya membership services publications, specifically *Nature Net* newsletter, *Kenya Birding* magazine and various websites.
7. Support design, editing, printing and distribution of all Nature Kenya publications
8. Populate *Nature Net* and *Kenya Birding* magazine or equivalent, and give support to the layout of these and other publications.
9. Publications list includes *Nature Net*, *Kenya Birding*, *Journal of East Africa Natural History*, *Scopus*, *IBA Status Report*, *posters*, *brochures*, *membership forms*, etc
10. Support the design and production of membership brochures and subscription forms for members and other target groups
11. Support production of project-based publications, including books, reports, posters, calendars, brochures, among others
12. When required, update the Nature Kenya online publications and social media
13. Support the sourcing of articles and images from sources within and outside Nature Kenya
14. Format images and ensure accurate labelling and storage of images
15. Engage and involve volunteers and editors in Society publications
16. Collate images and maintain a database of images and credits
17. Maintain storage and archive of publications for future reference
18. Attend the Bird Committee publications committee meetings
19. Support the coordination of library matters and production, and subscriptions of the JEANH

**C. Communication**

20. Support to assess the needs of target audiences and design appropriate communication materials
21. Support research from Nature Kenya site work and write articles for Nature Kenya publications
22. Support design of materials that position Nature Kenya as a leader in addressing issues linked to conservation and livelihoods
23. Support to write campaign materials or supervise their quality—letters, brochures, video, point-of-purchase displays—for different purposes and strategies to bring messages to various target groups: the community-at-large, potential members, staff, donors

24. Support to update the Nature Kenya website, ensuring that it remains dynamic and informative
25. Support to foster links with the media and organize media participation in Nature Kenya activities

#### **E. Fund-raising**

26. Support for designing donor proposals
27. Source advertisements for Kenya Birding, Nature Net and other appropriate publications
28. Assess areas where donor support is potentially needed and match to appropriate donors
29. Strategically talk to individuals and businesses who have the potential to support publications

#### **F. Project and Programme Management and Reporting**

30. Support the Membership Manager to ensure the effective and efficient implementation of Nature Kenya's projects and programmes, and that donor requirements of reporting and accounting are met
31. Assist in producing workplans, budgets and quality reports to donor requirements
32. Support the delivery of public education, marketing, communications and other membership targets and outputs

#### **G. General**

33. Strive for personal and professional development by updating your knowledge and skills, and taking part in appropriate conservation-related activities outside the workplace
34. Maintain a safe, clean, organised and efficient personal work space and common areas
35. Any other reasonable duties as delegated.