

## TERMS OF REFERENCE

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**Job Title: Educational Promotion Officers (7 Positions)**

**Probation period:** 3 months

**Duration of contract:** Annual contract, renewable upon performance reviews, up to a maximum of 4 years

**Date of Commencement:** 1<sup>st</sup> July 2026

**Place of Work:** Resource Centres in Marafa (Dakatcha Woodland, Kilifi County), Isecheno Forest Station (Kakamega Forest, Kakamega County), Kobujoy Forest Station (South Nandi Forest, Nandi County), Sabaki River Mouth (Kilifi County), Murungaru (Kinangop Grasslands, Nyandarua County), Kapcherop Forest Station (Cherangany Hills, Elgeyo-Marakwet County) and Kereita Forest Station (Kikuyu Escarpment, Kiambu County)

**Responsible to:** Executive Director through the Policy and Advocacy Manager

**Project:** Systematic Learning and Mainstreaming of Biodiversity Targets for Innovative Transformation and Behavioural Change (SYMBIOTIC)

### 1. BACKGROUND

The SYMBIOTIC Project aims to promote communication of biodiversity conservation, climate resilience, sustainable livelihoods and ecosystem restoration. Achieving these objectives requires informed and engaged communities, schools, youth, women's groups, Community Forest Associations (CFAs), local institutions and other stakeholders. A community resource centre is an important facility offering information and learning resources to meet local people's needs. Nature Kenya, with donor funding, supported the construction of 9 community Eco-resource centers aimed to serve as conservation information hubs.

To strengthen environmental stewardship and facilitate learning and knowledge exchange, the SYMBIOTIC project will operationalise eco-resource centres as focal points for environmental education, awareness-raising, stakeholder engagement, and the documentation and dissemination of conservation information.

The Educational Promotion Officer will coordinate environmental education programs, community awareness initiatives, stakeholder outreach, school engagement activities, and knowledge management functions, and ensure that the Resource Centre serves as a conservation learning hub.

### 2. PURPOSE

To coordinate and implement environmental education, awareness-raising, stakeholder engagement, and knowledge management activities under the Symbiotic Project, and to manage the Resource Centre as a hub for conservation learning, information sharing, and community action.

### 3. WORKING RELATIONSHIPS

The Officer shall work closely with:

- Project staff and partners
- Kenya Forest Service (KFS)
- Site Support Group (SSG)
- Community Forest Associations (CFAs)
- County Government Departments
- Community Based Organizations (CBOs)

- Schools, educational institutions and churches
- Youth and women groups
- Conservation stakeholders operating within the landscape

#### **4. RESPONSIBILITIES**

##### **A. Resource Centre Management**

The Officer shall:

- Manage the day-to-day operations of the Resource Centre.
- Establish and maintain a functional conservation information and documentation system.
- Develop and maintain a library of environmental publications, reports, maps, educational materials and multimedia resources.
- Coordinate visitor engagement and provide relevant conservation information.
- Maintain Resource Centre records and visitor databases.
- Organize exhibitions, demonstrations, learning forums and stakeholder meetings.
- Ensure the Centre remains accessible, functional and responsive to stakeholder needs.
- Coordinate the Resource Centre Management Committee

##### **B. Environmental Education and Awareness Creation**

The Officer shall:

- Co-ordinate environmental education and awareness creation programs with Nature Kenya and relevant stakeholders
- Coordinate implementation of the Environmental Education and Awareness creation program.
- Prepare annual, quarterly and monthly environmental education work plans.
- Conduct awareness campaigns promoting:
  - Biodiversity conservation
  - Ecosystem restoration
  - Climate change adaptation and local livelihood resilience building
  - Sustainable natural resource management
- Develop environmental education materials including, but not limited to:
  - Posters
  - Brochures
  - fact sheets
  - PowerPoint
  - Presentations
  - Learning guides
- Facilitate community learning forums and awareness creation sessions.
- Promote positive environmental behaviour change within target communities.

##### **C. School Environmental Education Program**

The Officer shall:

- Establish and strengthen environmental clubs in schools
- Conduct regular school outreach and environmental education sessions
- Support schools in tree-growing, ecosystem restoration, and greening initiatives
- Organize environmental competitions, debates, exhibitions and awareness campaigns
- Facilitate educational visits to conservation and restoration sites

- Build the capacity of teachers and environmental club patrons
- Promote recycling best practices for organic waste

#### **D. Community Outreach and Stakeholder Engagement**

The Officer shall:

- Organize community environmental awareness forums and stakeholder dialogues
- Mobilize communities to participate in restoration and conservation activities
- Support SSG, CFAs, community groups, and churches in environmental awareness initiatives
- Promote participation of local communities in conservation planning and implementation
- Facilitate learning exchanges among community groups and stakeholders

#### **E. Youth and Women Engagement**

The Officer shall:

- Coordinate youth conservation volunteer programs
- Promote youth participation in restoration and environmental stewardship
- Facilitate environmental entrepreneurship and green livelihood awareness initiatives
- Support women-led environmental awareness and restoration activities
- Promote inclusion of vulnerable and marginalized groups in conservation initiatives

#### **F. Communication, Documentation and Knowledge Management**

The Officer shall:

- Document project success stories, lessons learned and best practices
- Produce conservation information products and awareness materials
- Support project visibility and communication activities
- Coordinate environmental awareness campaigns through local media and social media platforms
- Maintain databases for outreach activities, participants and stakeholders
- Maintain photographic and audiovisual records of project activities

#### **G. Environmental Campaigns and Commemorative Events**

The Officer shall coordinate stakeholder participation in international, national, and local environmental events including:

- World Environment Day
- International Day for Biological Diversity
- International Day of Forests
- World Wetlands Day
- World Wildlife Day
- World Desertification and Drought Day
- Other relevant environmental campaigns and events

### **5. EXPECTED OUTPUTS**

The assignment shall deliver:

- A functional and active Resource Centre
- Resource Centre Environmental Education and Awareness Strategy

- Annual environmental education work plans
- Increased environmental awareness among communities and schools
- Strengthened environmental clubs and school outreach programs
- Increased stakeholder participation in restoration activities
- Environmental information products developed and disseminated
- Environmental campaigns successfully implemented
- Knowledge products and success stories documented

## 6. Performance Indicators

The Officer shall be assessed against the following annual performance targets:

### Resource Centre Management

Indicator	Annual Target
Resource Centre operational	100% functionality
Number of visitors accessing the Resource Centre	Minimum 500 visitors
Stakeholder learning events hosted at the Centre	Minimum 12 events
Resource materials catalogued and updated	Quarterly updates

### Environmental Education and Awareness

Indicator	Annual Target
Environmental awareness forums conducted	Minimum 12 forums
Community members reached through awareness activities	Minimum 1,000 people
Awareness materials developed and disseminated	Minimum 10 products
Landscape wide awareness campaigns implemented	Minimum 4 campaigns

### School Program

Indicator	Annual Target
Schools reached	Minimum 20 schools
Environmental clubs established/supported	Minimum 20 clubs
School outreach sessions conducted	Minimum 30 sessions
Tree growing and environmental activities supported	Minimum 20 schools

### Youth and Women Engagement

Indicator	Annual Target
Youth volunteers engaged	Minimum 100 youth
Youth environmental events conducted	Minimum 6 events
Women-focused awareness forums conducted	Minimum 6 forums

### Knowledge Management and Communication

Indicator	Annual Target
Success stories documented	Minimum 12 stories
Newsletters, briefs or information products produced	Minimum 6 publications
Media engagements conducted	Minimum 6 engagements
Social media/environmental awareness campaigns conducted	Minimum 12 campaigns

## Reporting

Indicator	Annual Target
Monthly reports submitted	12 reports
Quarterly reports submitted	4 reports
Annual report submitted	1 report

## 7. QUALIFICATION AND EXPERIENCE

The ideal candidate should possess:

- Bachelor's Degree in Environmental Education, Environmental Science, Forestry, Natural Resource Management, Community Development, Communication or related field
- At least three (3) years' experience in environmental education, community mobilization or conservation awareness programs
- Experience working with schools, community groups and conservation stakeholders
- Strong communication, facilitation and report writing skills
- Experience in knowledge management and documentation will be an added advantage
- Local knowledge of the landscape and its conservation challenges

## 8. HOW TO APPLY

Interested candidates should submit their application comprising:

1. Cover Letter: Maximum 2 pages.
2. Curriculum Vitae (CV): Maximum 4 pages. Include full employment history and contact details for two professional referees.

All applications should be submitted electronically to [office@naturekenya.org](mailto:office@naturekenya.org) with the subject line **“Application – Educational Promotional Officer”**.

The application is open, and CVs will be reviewed as they are received. Suitable candidates will be contacted for interviews. Nature Kenya is an equal-opportunity organisation and actively encourages applications from women and persons with disabilities. Candidates living near the resource centres have an advantage.

## 9. ENQUIRIES

All enquiries regarding these Terms of Reference or the application process should be directed in writing to: [office@naturekenya.org](mailto:office@naturekenya.org).

Nature Kenya reserves the right to amend these Terms of Reference, extend or close the application window, select fewer than twenty champions, or withdraw this call at any time without obligation to applicants.