



KBA is now inviting applications for dynamic professionals to take up the Communications Officer role. Reporting to the Director of Communications and Public Affairs, the Communication Officer will be responsible for the Association's communication with different target audiences.

### **COMMUNICATION OFFICER**

#### **Principal Accountabilities:**

- Developing and executing communication objectives and communication plans that realise the Association's communications strategic plans
- Managing media relations and coordinating publicity activities
- Composing, editing, designing, producing publications such as newsletters and brochures
- Writing news releases, speeches and articles
- Leading with web content development and managing social media platforms, including graphic design
- Coordinating internal and external events and workshops
- Providing administration support for the department
- Developing and delivering marketing and communications strategies for the organization

#### **Key Skills and Qualifications:**

- Bachelor of Arts Degree in Communication and Media Technology, or related field
- Minimum of 4 years public relations experience; account experience within a dynamic multi-national public relations agency is preferred
- Expert proficiency in office automation packages, and advanced capability with content generation and management for digital and social media platforms
- Experience with public relations research, monitoring and evaluation/analysis

- Excellent communication skills (both written and oral). Strong writing skills with experience in business writing and corporate communications
- Experience working with local business media (media relations)
- Experience with graphic design and web site development
- Demonstrated project management and organizational skills

Interested candidates are requested to forward their updated CVs to [recruit@virtualhr.co.ke](mailto:recruit@virtualhr.co.ke) by **Friday 12<sup>th</sup> January 2018** clearly stating the subject heading “**COMMUNICATION OFFICER**”. Only shortlisted candidates will be contacted.

### **About Kenya Bankers Association**

KBA ([www.kba.co.ke](http://www.kba.co.ke)) was founded on 16th July 1962. Today, KBA is the financial sector's leading advocacy group and banking industry umbrella body that represents total assets in excess of USD 37 billion. KBA has evolved and broadened its function to include advocacy on behalf of the banking industry, and championing financial sector development through strategic projects such as the launch of the industry's first P2P digital payments platform PesaLink. In line with the Government's policy on public-private partnerships, KBA and Central Bank of Kenya have implemented key projects such as modernization of the National Payments System through the Automated Clearing House, implementing the Real Time Gross Settlement System (RTGS), and the Kenya Credit Information Sharing Initiative which introduced the use of information collateral provided by credit reference bureaus to enhance credit access for borrowers. The KBA members are comprised of commercial banks and deposit taking microfinance banks.