

## ROLE PROFILE

<b>JOB TITLE:</b>	<b>REPORTS TO:</b>
<b>Communications Manager</b>	Head of Business Development & Marketing
<b>DEPARTMENT:</b>	<b>Location:</b>
Marketing	Head Office – Mlolongo
<b>B. JOB SUMMARY: Description and the Purpose of this Job. (What do you do, how and why do you do it?)</b>	
<p>The purpose of this position is to manage all PR, events and CSR activities of the company.</p> <p>The position holder is tasked with the responsibility of overseeing all marketing campaigns, media relations and internal communications and implementing strategies to promote and to position KOTO Housing Kenya as a leading brand in alternative building technologies, in line with KOTOs strategic branding objectives.</p>	
<b>C. KEY DUTIES/RESPONSIBILITIES:</b>	
Brief description of the primary duties/responsibilities of this job, including the percentage of time spent or required for each activity.	
<p><b><u>Operations:</u></b></p> <ul style="list-style-type: none"> <li>• Managing all public relations activities</li> <li>• Managing all CSR related activities</li> <li>• Listening to media reports and reading news articles relevant to construction</li> <li>• Planning news agendas</li> <li>• Developing and maintaining media relations within KOTO</li> <li>• Building up contacts with media representatives and partner organisations</li> <li>• Overseeing the production of publications, both electronic and manual (e.g. websites, leaflets and brochures)</li> <li>• Organising and managing of KOTO events</li> <li>• Planning media campaigns</li> <li>• Answering letters, phone calls and emails relating to PR within KOTO</li> <li>• Overseeing market research and analysing market trends</li> <li>• Editing the company's website</li> <li>• Writing and editing news reports, press releases and other forms of internal and external communication</li> <li>• Advising directors and other members of the company on media relations</li> <li>• Attending press conferences, product launches and networking events</li> </ul> <p><b><u>Team Management</u></b></p> <ul style="list-style-type: none"> <li>• Responsible for the planning, recruitment, direction, organisation and control of communications team to accomplish specific objectives.</li> <li>• To review deliverables prepared by the team.</li> <li>• Manage the events and communications administration function, team performance reporting, streamlining processes and systems wherever possible, and advising the BDM and senior management on maximising PR opportunities that for purposes of creating an environment where customer service can flourish.</li> </ul>	

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### **D. ORGANIZATION IMPACT/ INFLUENCE:** Nature and level of your contacts within and outside the Company.

#### **Innovator Development**

Conducts effective performance evaluations and mentors those with less experience through formal channels.  
 Helps team execute career development plans.  
 Seeks and participates in development opportunities above and beyond training required by KOTO Housing Kenya

#### **Internal Operations**

Suggests areas for improvement in internal processes along with possible solutions.  
 Complies with and helps to enforce standard policies and procedures.

#### **Leadership**

Inspires coworkers to attain goals and pursue excellence.  
 Identifies opportunities for improvement and makes constructive suggestions for change .  
 Manages the process of innovative change effectively.

#### **Teamwork**

Consistently acknowledges and appreciates each team member's contributions.  
 Effectively utilizes each team member to his/her fullest potential.  
 Motivates team to work together in the most efficient manner.  
 Keeps track of lessons learned and shares those lessons with team members.  
 Mitigates team conflict and communication problems.

### **E. SUPERVISORY RESPONSIBILITIES:**

Responsible for Communications officer, digital content officer and events officer

### **F. RELATED JOB REQUIREMENTS/ QUALIFICATIONS:** Competencies needed to successfully perform your job, including the number of years and type of previous work experience.

#### **Generic Competencies:**

Tolerating Stress  
 Ability to work under pressure  
 Understanding the business  
 Planning and organizing  
 Work standards  
 Acting with integrity  
 Communicating effectively  
 Determining financial impact  
 Process improvement  
 Establish collaborative relationships  
 Enhance and sustain performance of others

#### **Required Experience**

- BA in communications, marketing or public relations
- Masters degree (added advantage)
- 5 years experience in communications industry