

## **Job Description – PR Manager of Vlad Danciu Memorial Foundation**

VDMF is a Kenyan non-profit start-up organization seeking to contribute to reducing road accidents through communication and awareness campaigns for safer routes and to provide first aid, legal and moral support to victims of accidents in Kenya.

VDMF aims to start its operations focusing on the Nairobi - Mombasa motorway by building and running a First aid and Trauma dispensary around Mtito Andei, then to establish a network of dispensaries in strategic places around highly circulated roads across Kenya.

VDMF is looking to hire a PR Manager for its start-up operations in Kenya.

We seek candidates with deep knowledge of Kenyan norms & culture and extensive local network.

### **Your Mission:**

- Identify main stakeholders/ potential partners and audiences and determine the best way to communicate on Foundation's mission and goals.
- Write interesting and effective press releases, prepare information for media kits and develop and maintain company internet web pages up to date.
- Develop and maintain the Foundation's corporate image and identity, which includes the use of logos and signage.
- Manage communications budgets.
- Manage special events such as fundraising activities/ parties, official project launching or other activities the firm supports in order to gain public attention through the media without advertising directly.
- Draft speeches for company executives, arrange interviews and other forms of exposure.
- Design, develop, implement and evaluate programs that create awareness around the road accidents' risks and the ways to reduce them.
- Establish and maintain effective working relationships with donors and partners, government officials and media representatives.
- Establish goals for soliciting funds, develop policies for collection and safeguarding of contributions, and coordinate disbursement of funds.
- Maintain company archives, manage in-house communication courses.
- Observe and report on social, economic and political trends that are in line with the Foundation's mission.
- Keep track of the impact that Foundation's projects have on road safety in Kenya.

### **Skills & Aptitudes:**

- **Speaking** – Talking to others to convey information effectively.
- **Time Management** – Managing one's own time and the time of others.
- **Writing** – Communicating effectively in writing as appropriate for the audience's needs.
- **Active Listening** – Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate.
- **Critical Thinking** -- Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

- **Active Learning** -- Understanding the implications of new information for both current and future problem-solving and decision-making.
- **Negotiation** -- Bringing others together and trying to reconcile differences.
- **Management of Personnel Resources** -- Motivating, developing, and directing people as they work, identifying the best people for the job.

### **Knowledge:**

- **English & Swahili Language** – Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar; fluency in Swahili is a big plus.
- **Administration and Management** – Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
- **Sales and Marketing** – Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
- **Communications and Media** – Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

### **Compensation:**

In return for your expertise, we offer base salary and performance bonuses as well as compensation package which includes an extended health benefits, 3 weeks' vacation and additional perks to be defined by common agreement.

### **Interviews:**

Interviews of selected candidates will take place in Nairobi and via Skype video.