

Job Title	Senior Principal Corporate Communication Officer
Grade	NSDCC 4
Corporation/Organization	National Syndemic Diseases Control Council
Directorate	Management Information System and Communications
Department	Corporate Communication
Section / Unit	N/A
Location / Workstation	Head Office, Nairobi
Reporting Relationships	
Reports to	Deputy Director, Corporate Communication
Direct Reports	Principal Corporate Communication Officer
Indirect Reports	Senior Corporate Communication Officer
Job Purpose	
Responsible for coordinating the implementation of communication strategies and policies; information and communication materials to manage the public relations, positive brand image, public education, and advocacy of the NSDCC.	
Key Responsibilities/ Duties / Tasks	
<ul style="list-style-type: none"> i. Managing corporate events and establish opportunities for the NSDCC visibility. ii. Developing information, education, and communication materials. iii. Promoting a positive corporate image of the Board. iv. Managing public relations and media liaison services. v. Develop and implement corporate social responsibility programs. vi. Creating content for all media channels, including social media marketing creating to manage and grow NSDCC's digital presence. vii. Managing incoming media requests and building relationships with industry journalists; creating, executing, and measuring media campaigns. viii. Implement strategic communications plans and provide local market insight for the authorities public-facing communications. ix. Building networks with journalists, media producers, editors, and strategic influencers. x. Collating information on programs and significant events to the NSDCC. xi. Responsible for scheduling media interviews; and xii. Assisting in developing media plans, distributing, and following up media releases, book interviews, and responding to media requests. xiii. Aligning public content and advocacy strategy materials with the approved priority and focus areas of the NSDCC. xiv. Generating and disseminating regular public advocacy content for continuous awareness, sensitization, and advocacy. xv. Drafting public education and advocacy strategy reports for management, board, 	

and other relevant authorities.

Job Competencies (Knowledge, Experience and Attributes / Skills).

Academic qualifications

- i) Bachelor's Degree in Communications, Public Health, Statistics, Public Relations, Mass Communication Journalism, or equivalent qualification from a recognized institution.
- ii) A Master's degree in Communications, Public Health, Statistics, Public Relations, Mass Communication Journalism, or equivalent qualification from a recognized institution.

Professional Qualifications / Membership to professional bodies

- i) Management course lasting not less than four (4) from a recognized institution;
- ii) Have Professional qualification and membership where applicable; and
- iii) Meet the requirements of Chapter Six (6) of the Constitution of Kenya, 2010 on leadership and integrity.

Previous relevant work experience required.

A minimum period of ten (10) years relevant work experience, at least four (4) years of which must have been in a supervisory role in public service or the private sector.

Key Competencies

- 1) Proficiency in relevant Information Technology.
- 2) Good oral and written communication skills
- 3) Strategic thinking skills.
- 4) Analytical skills; and
- 5) Interpersonal and negotiation skills.