



VACANCY ANNOUNCEMENT

Job Title: Marketing and Communications Officer

Location: Mashariki Research and Policy Centre, Nairobi, Kenya

Reports to: Chief Executive Officer

About Mashariki Research and Policy Centre

Mashariki Research and Policy Centre (MRPC) is a non-profit, interdisciplinary and independent think tank headquartered in Nairobi, with focus on security and strategic studies in the Eastern Africa Region. The Centre provides a platform for research and policy discourses in pursuit of a secure and prosperous region.

Job Summary:

We are seeking a highly skilled and motivated Marketing and Communications Officer to support MRPC's vision. The ideal candidate should have a deep understanding of marketing and communication strategies, and evolving market trends. This individual will play a key role in advising management on key strategies and approaches to apply in promoting and positioning the MRPC brand in the market.

Key Responsibilities:

- Lead the execution of the marketing and communication strategies of the Centre.
- Conduct in-depth research and analysis on marketing and communication trends for strategic planning.
- Develop actionable marketing and communication proposals to strengthen the reach and impact of MPRC brand.
- Provide leadership in commissioning of marketing and communication special projects including line managing external of consultants.
- Lead regular monitoring of marketing and communication plans through periodic reviews to aid management in strategic decision making.
- Craft dissemination strategies for the Centre's research and policy outputs segmented across diverse stakeholders, including policymakers, donors, and the public.
- Coordinate business development plans by identifying and supporting staff, research associates and consultants in bidding for proposals, including fundraising initiatives.
- Manage and communicate with partners and associates of the Centre including funders, and thinktanks in the region and beyond.

Qualifications:

Education: A minimum of a Master's Degree in Marketing, Communications, Journalism and related fields from a recognized institution.

Experience:

At least 5 years of experience in marketing and communications environment with a proven track record of delivery. Experience working with governments, international organizations, NGOs, or think tanks in Eastern Africa is highly desirable.

Required Skills:

- Ability to develop and execute marketing strategies aligned with the organizational objectives.
 - Excellent communication and writing skills, with experience in editing high-quality reports and other written outputs.
 - Familiarity with traditional and emerging trends and strategies in the marketing and communications fields.
 - Ability to work independently and in a team, manage multiple projects, and meet deadlines.
 - Conduct market analysis.
 - Ability to break complex ideas and jargon into accessible language across our audiences.
-

Desirable Qualities:

- Experienced in executing marketing and communication plans and long term strategies.
 - Fluency in English (written and spoken); proficiency in other East African languages (e.g., Swahili) is an asset.
 - Strong networking and partnership-building abilities.
 - Expertise in with social media marketing.
 - Willingness to learn on the job including innovations such as AI.
 - Under customer needs to create relevant campaigns.
-

How to Apply:

Interested candidates are invited to submit a cover letter outlining their qualifications and interest in the position, CV, academic and professional certificates, transcripts and copies of relevant publications and or reports relevant to this role to info@masharikirpc.org

Please indicate on the subject line: **Marketing and Communication Officer.**

Deadline: Application documents should reach the Centre on or before **22nd January, 2025** by 1700 Hours.