

**Job Title: Communications Coordinator****Location:** Kilifi County, Kenya**Organization:** Elimu Development Projects (Elimu)**Reports to:** CEO and President**Type:** Full-time**About Elimu Development Projects (Elimu)**

Elimu is building learning communities in Kenya empowering vulnerable learners of all kinds in achieving their educational and work-related goals. We partner with the community to increase academic and technological literacy, improve primary and secondary school retention rates and encourage self-sustainability among young graduates.

Based in Malindi, Kenya, Elimu runs Elimu Resource Centre (ERC) – a digital hub for learners. The Centre enhances access to education from pre-primary through primary and secondary schooling, improves digital literacy in the community and helps youth after high school to find pathways to more meaningful futures through skills development, employment planning and entrepreneurship. In addition, Elimu keeps kids from dropping out of school through a sponsorship project and saves girls from forced early marriages with income generating skills through our sewing project. Elimu is an official charitable organization registered since 2011 in Canada and since 2013 in Kenya.

**Job Overview**

The Communications Coordinator reports to the CEO and works in collaboration with the President (based in Canada) on Canada-Kenya relations/communications. The role involves heading the Elimu Communications Team in Kenya and leads Elimu fundraising team initiatives by assisting project/department heads in researching and identifying new funding opportunities, crafting proposals and designing documents for submission.

The role provides great opportunity for creative outlet by managing in-house print and web design, managing the photographic and videographic needs of Elimu including the creation of digital, video, audio and print content for organisational story-telling. This includes managing social media and graphic design for the website, eNewsletter, eMagazine, all social media channels and in-house graphics and print requirements. This is done in collaboration with the Graphic/Web Designer (Digitech Instructor).

The Communications Coordinator creates and implements Elimu's annual communications plan and maintains the yearly communications/media guidelines. They are adept at projecting a positive image for the organisation and tells our beneficiaries' stories with sensitivity to the personal privacy and security of individuals. Maintaining up-to-date impact data, stories and images for fundraising and communications purposes is critical, working in collaboration with the team in charge of the beneficiary database.

In collaboration with the President, they implement our Canadian donor stewardship program and manage the communications database and plan for local Kenyan stakeholders, as well as all media and public relations.

They work with our Director of Programs to develop and implement policies to enhance the efficiency of the communications department. Together with IT team they work to ensure the security of all social media

channels and the personal security of staff/beneficiaries/volunteers/ stakeholders covered in any communications posting.

They are in charge of developing and implementing marketing campaigns promoting Elimu products and services to the community, in collaboration with relevant project and department heads.

### **Qualifications and Experience**

- Bachelor's Degree in the area of Communications, Marketing or Fundraising for Non-profit organisations.
- Excellent verbal and written communication skills.
- Proficient in Microsoft Office Suite or related software.
- Proficient in text, image and video editing software
- Organized with attention to detail.
- Superior ability to write in a journalistic style
- Knowledge of grant application and proposal writing
- Ability to curate strong social media messaging
- Ability to coordinate efforts of various teams in order to present a coherent message.

### **Other Requirements**

Must be computer literate in a word program, spreadsheet program, and internet.

Must have general knowledge of the education system in Kenya, both primary and high school, as well as college and university student needs and challenges.

Able to work with children and youth in a diverse, professional, technology-oriented environment.

Willing and able, when called upon to respond to the needs of children and youth beneficiaries and guests of Elimu Resource Centre in a mentor capacity.

### **How to Apply:**

Interested candidates should send their resume and cover letter to [thecentre@elimu.ca](mailto:thecentre@elimu.ca) with the subject line "**Communications Coordinator .**"

Elimu Development Projects is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

**Application Deadline:** March 2, 2025