



## VACANCY ANNOUNCEMENT

<b>JOB TITLE</b>	Communications Officer
<b>LOCATION</b>	Nairobi, Kenya
<b>ORGANISATION DESCRIPTION</b>	<p>North Star Alliance is a non-profit organisation whose mission is to provide quality healthcare to mobile workers, including long-distance truck drivers and sex workers, and the communities they interact with in sub-Saharan Africa. North Star operates a network of Roadside Wellness Centres (RWCs), also known as Blue Box clinics (converted containers painted blue), which are established to deliver essential health services to populations that are often isolated from and neglected by public health facilities. North Star currently operates 28 RWCs in ten countries in East and Southern Africa. Blue Boxes offer a basic package of primary healthcare services, with a strong focus on sexual and reproductive health services, alongside screening and treatment for select non-communicable diseases. North Star's mission is aligned with global public health commitments to advance universal health coverage and advance the UNAIDS 95-95-95 strategy in lower-and-middle-income countries in sub-Saharan Africa.</p> <p>North Star's model is informed by business-process innovations, which involves using standardising processes of delivery as a means to drive efficiency in operations. North Star has adopted principles of logistics and supply chain management to develop a standardised Blue Box model, which involves using shipping containers to deliver healthcare to underserved population groups. North Star uses a "lean" staffing model and strives to deliver products or services through streamlined processes that effectively leverage people's abilities. Each Blue Box is staffed by one clinician or nurse, HIV lay counsellor, security guard and receptionist. A lean staffing model allows North Star to contain costs, while providing quality care.</p>
<b>DUTIES AND ACCOUNTABILITIES</b>	<p>As an experienced communications professional, the Communications Officer will contribute to the planning, development, implementation and monitoring of complex communications strategies in support of North Star's strategic goals and objectives. S/he will work closely with senior leadership to promote North Star's added value in the global health sector and to monitor global political developments to determine the best positioning of the organisation and to implement the resulting communications work. Specifically, on the basis of North Star's annual communications plan, s/he will:</p> <p><b>Strategy</b></p> <ul style="list-style-type: none"> <li>• Under the leadership of North Star's senior leadership, bring life to North Star's communications strategy, driving the implementation of the communication components, refining it as needed.</li> <li>• Contribute to the communications strategy and programme</li> </ul>



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	<p>development for diverse and multi-dimensional communication interventions.</p> <ul style="list-style-type: none"><li>• Identify and execute proactive outreach and engagement opportunities for targeted audiences.</li><li>• Help anticipate critical communications/public relations' risks and opportunities.</li></ul> <p><b>Messaging and Positioning</b></p> <ul style="list-style-type: none"><li>• Develop messaging and ensure the consistent and impactful external positioning of North Star Alliance. This includes contributing to the planning and production of talking points, media engagement, presentations and North Star Alliance brand engagement.</li><li>• Identify, organise and manage exhibitions at key industry conferences using innovative formats, platforms and technologies that create a world class conference experience for delegates.</li><li>• Deliver creative brand strategy; planning, organisation; event, experiential and sponsorship marketing.</li></ul> <p><b>Communications Products</b></p> <ul style="list-style-type: none"><li>• Develop informational and promotional materials, including reports, fact sheets, brochures, posters, infographics, website content, marketing plans, social media strategies and content, digital products and e-newsletters for various audiences.</li><li>• Ensure brand consistency based on the guidelines across the organisation.</li><li>• Develop external communications campaigns.</li><li>• Strengthen internal communications.</li><li>• Contribute to proposal and/or report writing for current and potential partners.</li><li>• Contribute to the development and organisation of meetings, training and workshops for management and staff.</li><li>• Write and edit communications products for print, on the web, public presentations, speeches, etc.</li></ul> <p>Perform other appropriate duties as required in a competent, professional, and courteous manner.</p>
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<b>EDUCATION AND EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Minimum of 3-5 years of experience in an international communications and/or marketing role.</li> <li>• Bachelor's degree and/or advanced degree in Marketing/Communications or related field.</li> <li>• Demonstrate a successful track record in content and social media management.</li> <li>• Proficient skills in the MS Office software and knowledge of digital communication and design tools (for example Wordpress, Canva, Mailchimp, etc.).</li> <li>• Demonstrated experience with project management and inter- and intra-team coordination.</li> <li>• International experience in the development sector (e.g., social entrepreneurship and social innovation) is an asset.</li> <li>• Exceptional ability to translate complex ideas and information into simple messages and communication strategies.</li> <li>• Outstanding public and corporate communications skills, both written and spoken, as well as diplomacy and tact.</li> <li>• Native or close to native oral and written English language skills</li> <li>• Experience in and understanding of the healthcare sector in sub-Saharan Africa would be an asset.</li> </ul>
<b>COMPETENCIES</b>	<ul style="list-style-type: none"> <li>✓ <b>Written communication</b> – excellent commercial writing and editing skills across a variety of communications formats.</li> <li>✓ <b>Relationship Building</b> – establishes rapport with people easily, developing and maintaining a network of contacts that can provide information, help and access to others.</li> <li>✓ <b>Displays tact, creativity</b> – demonstrates good judgment and knows when a situation needs to be escalated or mediated.</li> <li>✓ <b>Innovative</b> – identifies novel ideas; spots new approaches; has the ability to conceptualise beyond conventional and mainstream opinions and convictions.</li> <li>✓ <b>Organisation</b> – establishes a systematic course of action for oneself or others to ensure accomplishment of a specific objective. Determines priorities and allocates time and resources effectively.</li> <li>✓ <b>Client orientation</b> – has the ability to manage a variety of projects maintaining quality and meeting client needs, deadlines and budget requirements.</li> <li>✓ <b>Team player</b> – willingly cooperates and works collaboratively toward solutions that generally benefit all involved parties and accomplish group objectives.</li> <li>✓ <b>Passion</b> – is enthusiastically committed, shows ability to persevere and be productive under pressure.</li> <li>✓ <b>Cross-Cultural Skills</b> – has strong cross-cultural competency and the ability to merge” their different worldviews into a “third” way of thinking beyond the constraints of each</li> </ul>



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	<p>individual's cultural conditioning.</p> <ul style="list-style-type: none"> <li>✓ <b>Business Judgment and Analytical Decision Making</b> - Gathers inputs, assesses risk, considers impact and articulates benefits of decisions for internal and external stakeholders over the long-term.</li> </ul>
<b>FUNCTIONAL CONTACTS</b>	<ul style="list-style-type: none"> <li>• Colleagues in all offices and Blue Box clinics (in sub-Saharan Africa)</li> <li>• Strategic partners (for communications purposes)</li> <li>• External contractors (designers, photographers etc.)</li> </ul>
<b>ADDITIONAL INFORMATION</b>	<ul style="list-style-type: none"> <li>• Full-time position</li> <li>• Six months' initial contract, prolonged based upon good performance</li> <li>• Willingness to travel locally and internationally (e.g., Africa)</li> <li>• Recognises our Values; People Matter/Integrity/Quality/Entrepreneurial Spirit</li> <li>• Passionate about North Star's mission</li> <li>• Multiple interviews and an assessment can be part of the application procedure</li> </ul>

If you meet the above criteria, apply online on Email: [east.africa.office@northstar-alliance.org](mailto:east.africa.office@northstar-alliance.org) on or before **28<sup>th</sup> October 2020**. *Only shortlisted applicants will be contacted.*