

## VACANCY ANNOUNCEMENT

### SENIOR COMMUNICATIONS AND PUBLIC RELATIONS OFFICER

#### Position Description

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| <b>Position:</b>   | <b>Senior Communications And Public Relations Officer</b> |
| <b>Reporting To:</b>   | <b>Group Chief Executive Officer</b>                      |
| <b>Location</b>  | <b>Nairobi, Kenya</b>                                     |
| <p><b>Background</b></p> <p>The African Guarantee Fund (AGF) is a Pan-African non-bank financial institution whose primary mandate is to assist financial institutions (FIs) in Africa to scale up their SME financing initiatives. AGF contributes to the promotion of economic development, vital for the prosperity, stability and poverty reduction in Africa through provision of a mix of financial guarantees and other products which will reduce the risks supported by financial sector lending to SMEs that have insufficient collateral and support for capacity development of the partner financial institutions.</p> <p>AGF is rated 'AA-' by the globally renowned Fitch Ratings Agency.</p> |   |
| <p><b>Position Summary</b></p> <p>Reporting to Group CEO, this role exists to develop and implement corporate communications and public relations programs aimed at elevating AGF's visibility initiatives to its target audiences, to promote and maintain its brand. The incumbent participates in developing and implementing the group communications strategy.</p>  |   |
| <p><b>Major Duties and Responsibilities</b></p> <p><u>Communications:</u></p> <ul style="list-style-type: none"> <li>• Work in collaboration with the Senior Management Team to develop and support the implementation of the organization's communications strategies that adhere to shareholders' precedence and foster partner relationships.</li> <li>• Custodian of the organization's brand guidelines ensuring these are adhered to in both internal and external communication that are disseminated through emails, social media posts, sponsorship proposals, partnership pitches, business development pitch decks among others.</li> </ul>   |   |

- Collaborate with marketing and production agencies, designers, and translators to create communication material as per organization's brand style guides and disseminate key messaging for target audiences.
- Maintain an archive of all communication materials, including digital media like audio-visuals in shared folder for easy accessibility and future reference.

**Editorial:**

- Develop, write and edit communications and marketing materials such as: web posts, social media content, press releases, speeches.
- Draft and review publication material such as reports, brochures, manuals to be presented to management team, partner institutions and board, as well as to drive communications that give regional and international recognition to the company's activities.
- Generate content and script for informational and marketing videos.

**Social Media:**

- Develop strategies for digital media campaigns and guide PR agencies on suitable social media content as per organization's social media needs.
- Create and manage online content and organization's social media pages.
- Promote all communications and marketing materials through social media.

**Media Relations:**

- In liaison with Group CEO respond to media, journalists and publishers by sharing press releases, responding to requests and providing any crucial information.
- Conduct media outreach, monitoring, reporting and maintain records of media coverage across the continent by collating analytics and metrics to evaluate the organization's overall media engagement.
- Produce and distribute brochures, publications, press reviews, audiovisual as well as electronic documents for the media and public to enhance the organization's image, and maintain good and close working relations with the media.
- Produce bulletins, information circulars, as well as other publications on AGF's activities regularly for the staff, to enhance understanding of Management's objectives and initiatives.
- Provide advice and assistance required for formulating AGF's policies and plans on the design, implementation and dissemination of information products and coordinate the publishing and distribution services for the printed and electronic publications.

**Event Management:**

- Coordinate the planning and execution of events in line with AGF's objectives such as: partnership announcements, themed conferences, sponsored and networking events, as well as CSR activities, to enhance awareness of the organization's brand and products.

**Desirable qualifications, skills, knowledge and experiences**

- Master's degree in Communications, Journalism, Business or related fields from a recognized institution.
- Minimum 7 years' experience working in a financial institution, or multilateral organization, through developing content on economic development, business or financial matters.

- Seasoned communications professional with experience in all aspects of public relations, public affairs, branding, media relations and marketing.
- Astute with a good understanding of the bigger picture, culturally sensitive and diplomatic.
- Strategic thinker with exceptional communications skills.
- Excellent interpersonal and influencing skills.
- High attention to detail and accuracy.
- Excellent oral and written English communication skills with a sound working knowledge of French.

## Terms of Offer

The African Guarantee Fund for Small and Medium-sized Enterprises (AGF) is an equal opportunity employer and offers a regionally competitive salary with an excellent benefits package. AGF prides itself on its collegial, supportive and gender-sensitive working environment and believes that staff diversity promotes innovation and excellence.

Women candidates are strongly encouraged to apply.

## Applications

All applications should be sent via email, attaching your resume and cover letter summarizing your relevant work experience, name and contact information of 3 referees that are familiar with your professional qualifications and work experience to: [recruitment@africanguaranteefund.com](mailto:recruitment@africanguaranteefund.com).

All applications should be clearly marked on the subject line: **"Application for Senior Communications & PR Officer"**.

Applications will be considered until **Wednesday 26<sup>th</sup> February 2025** or until the position is filled.

**Only short-listed applicants meeting the above requirements will be contacted.**

We invite you to learn more about us at: [www.agf.africa](http://www.agf.africa)