



## VACANCY ANNOUNCEMENT: FEBRUARY 2024

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**Title: Chief Communications Officer**

**Supervisor: Chief Executive Officer**

**Job Location: Aitong, Maasai Mara**

**Job Grade: G**

### 1. The Organisation

The Maasai Mara Wildlife Conservancies Association (MMWCA)

<http://www.maraconservancies.org/> is a membership organisation of all the Mara conservancies, open to any existing or upcoming wildlife conservancy whose land is part of or integral to the greater Maasai Mara ecosystem. MMWCA is one of the Kenya Wildlife Conservancies Association's members (<http://kwcakenya.com/>), contributing to the growth and development of conservancies nationally. The Association serves to meet three primary objectives:

- i. Provide a convening space for open discussions, a hub for knowledge sharing and coordination across conservancies; a voice for advocacy; and driving policy in the interest of conservancies and conservation-related issues across the Mara.
- ii. Support the creation and development of conservancies and their neighbouring areas across the greater Mara ecosystem as a sustainable form of land use and provide mechanisms for equitable and value-based benefit sharing to sustain land under conservation.
- iii. Lead and/or implement development and conservation programmes across member conservancies to facilitate coordination, collaboration and synergetic action.

### 2. Overview

The Chief Communications Officer will be instrumental in devising and implementing strategic communication and marketing initiatives that not only tell the story of MMWCA but also amplify our mission, increase awareness, and generate crucial support for our conservation efforts. As a leader, the Chief

Communications Officer will develop and execute integrated communication campaigns, engaging a diverse array of stakeholders, fortifying our brand, and significantly contributing to the growth and impact of MMWCA.

**Key Responsibilities:**

**a. Strategic Leadership:**

- Develop and implement an all-encompassing communications and marketing strategy that intricately aligns with MMWCA's conservation goals and fundamental values.
- Provide visionary leadership to the communications and marketing teams, ensuring seamless collaboration, alignment, and effective execution of strategies.
- Actively contribute to the organization's overall efforts by adeptly collecting and disseminating information from various communication platforms.
- Oversee the day-to-day activities of the communications function, including budgeting, planning, and fostering the professional development of staff.

**b. Maasai Mara Wildlife Conservancies Association Brand and Internal Communication:**

- Support the establishment and maintenance of a robust and consistent brand identity across all communication channels.
- Ensure the appropriate use of brand guidelines, meticulously overseeing that all communication materials and activities adhere to these standards.
- Elevate and sustain the visibility of MMWCA's brand across local and international media platforms.
- Manage and monitor the organization's reputation with diverse stakeholders, handling crisis communication effectively and transparently.
- Develop and manage internal communication strategies to ensure robust employee participation and implement secure feedback mechanisms.

**c. External Communication and Public Relations**

- Collaborate with relevant teams to develop and supervise the implementation of communication plans that actively engage stakeholders, including donors, partners, government agencies, the media, and the public.
- Cultivate and nurture relationships with media agencies and journalists to secure favorable coverage of MMWCA's initiatives at both local and global levels.

- Provide support to the team in sourcing, managing, and coordinating film crews and photographers to elevate the brand and mission of MMWCA, reaching new and existing fundraising target audiences.
- Conceptualize and direct communication campaigns that not only increase awareness of the organization's conservation efforts but also encourage donor support, membership, and participation.
- Provide leadership in organizing events, including thematic conservation days and relevant exhibitions.
- Collaborate with pertinent teams to develop compelling content for digital and traditional marketing channels, encompassing social media, the website, newsletters, and printed materials.

**d. Fundraising Support:**

- Collaborate closely with the fundraising team to seamlessly integrate fundraising initiatives into communication strategies.
- Support the fundraising team in writing press releases, coordinating conferences, and delivering the brand marketing elements of funding partnerships.
- Assist in formulating strategies for communicating the impact of donor contributions, maintaining transparency and accountability.

**e. Stakeholder Engagement:**

- Collaborate with MMWCA teams to amplify the visibility of our work and showcase the impact on projects supported by corporate partners, donors, government agencies, and other key stakeholders.
- Develop and implement strategies for engaging and cultivating a robust community of advocates and supporters.

**f. Team Management:**

- Recruit, lead, mentor, and manage a diverse team of professionals in communication and marketing, fostering a collaborative and innovative work environment.
- Provide clear direction, establish performance objectives, and conduct routine evaluations to ensure the growth and success of the team.
- Introduce best practices and refine existing processes and procedures to increase the Communications department's capacity to proactively satisfy the communications-related needs of MMWCA programs, the Board, and other departments.

**g. Data Analysis and Reporting:**

- Utilize data-driven insights to measure the effectiveness of communication and marketing efforts.
- Prepare regular reports that showcase the impact of campaigns, engagement metrics, and areas for improvement.
- Package reports for critical stakeholders in collaboration with responsible departments.

**Qualifications:**

- Master's degree in communications, PR, or a related field; additional qualifications in conservation or environmental studies are a plus.
- 10+ years proven experience in strategic communication roles, preferably within non-profit or conservation sectors.
- Strong interest and understanding of conservation issues, sustainability, and environmental concerns.
- Proficiency in digital marketing, social media platforms, content management systems, and data analytics tools.
- Extensive experience in planning, writing, editing, and production of magazines, newsletters, press releases, annual reports, and other documentation.
- Excellent written and verbal communication skills, with the ability to craft compelling narratives for diverse audiences.
- Demonstrated leadership experience, creative thinking, problem-solving abilities, and strong networking skills.
- Strong networking and relationship-building skills, with the ability to engage stakeholders at various levels and different geographies and multicultural settings.
- Ability to work under pressure, manage multiple projects, and meet deadlines.
- Prior experience working with pastoralist communities is an added advantage
- Fluency in Maa is highly desirable

**3. How to Apply**

If you are passionate about conservation and possess the skills to drive impactful communication strategies, we invite you to apply for the Chief Communications Officer position at MMWCA. Join us in our mission to make a positive difference in the world of conservation.

Send an application to the Chief Executive Officer, Maasai Mara Wildlife Conservancies, to reach us by close of business on **February 27, 2024**, to [recruitment@maraconservancies.org](mailto:recruitment@maraconservancies.org). A complete application will have the following:

- i. A cover letter.
- ii. A detailed curriculum vitae highlighting relevant experience.
- iii. A daytime telephone contact, email address, and the names of three professional referees.