



4. Deputy Director, Marketing and Communications (FCA 3) – NIFC/DDM&C/4/2025

a) Job Specifications

The Deputy Director of marketing and communication is responsible for providing strategic leadership in planning, implementing, and overseeing the organization's marketing and communication initiatives.

b) Job Descriptions

The following are the duties and responsibilities: -

- (i) Implement marketing and communications strategy and keeping staff strategic in their marketing and communications outputs;
- (ii) Work with colleagues to devise marketing and communications plans for interventions and projects;
- (iii) Review marketing and communications plans in light of changes to organizational goals;
- (iv) Identify new and innovative tools and channels for marketing and communication;
- (v) Identify marketing and communications opportunities and threats and advising staff;
- (vi) Monitor and evaluate marketing and communication activity impact, including news media monitoring;
- (vii) Develop a deep understanding of target audiences; Lead media relations: draft informative and interesting press releases, editing and drafting articles and blogs, answering journalists' inquiries and ringing round/cold calling journalists;
- (viii) Clear and distribute press releases, maintain a database of journalists and merchandising media coverage;
- (ix) Plan and manage the design, content, and production of all marketing materials;
- (x) Lead maintenance of social media channels e.g. X, Facebook, LinkedIn and Google+;
- (xi) Prepare detailed media activity reports;
- (xii) Organize events: plan, build audiences, arrange venues and other logistics;
- (xiii) Manage events: take photos, live streaming, shoot video, edit it, post it to YouTube and digitally disseminate it;
- (xiv) Create communication and marketing strategies for NIFC and the NIFCA, launches, events, and promotions;



- (xv) Lead the marketing and public relations activities;
- (xvi) Draft website copy, uploading website content;
- (xvii) Oversee the compilation of a regular and systematic emails, clearance and distribution;
- (xviii) Support management in effective internal communications;
- (xix) Commission and manage staff, consultants and suppliers;
- (xx) Respond to communication-related issues in a timely manner; and
- (xxi) General administrative good practice as required.

c) Person Specifications.

For appointment to this grade, an officer must have: -

- (i) Bachelor's degree in any of the following disciplines: marketing, media, communications, international relations, public relations or journalism or any other relevant qualifications from a recognized institution;
- (ii) Master's degree in any of the following disciplines: - marketing, media, communications, international relations, public relations or journalism or any other relevant qualifications from a recognized institution;
- (iii) Professional certification in marketing, communications, or a relevant area (e.g. CIM) is an added advantage;
- (iv) Member of a recognized professional body (e.g. MSK, PRSK, CIM);
- (v) At least ten (10) years relevant work experience;
- (vi) At least four (4) years in management;
- (vii) Management Course lasting not less than four (4) weeks from a recognized institution;
- (viii) Proficiency certificate in computer applications; and
- (ix) Fulfill the requirements of Chapter Six (6) of the Constitution of Kenya.

d) Key competencies and skills

- (i) Strategic leadership and vision;
- (ii) Integrated marketing communication;
- (iii) Global brand strategy and positioning;
- (iv) Cross-departmental collaboration;
- (v) Resource and budget management;
- (vi) Public relations, media and crisis management;
- (vii) Creative and innovative thinking; and



(viii) Team leadership and development.

e) Terms of Service

Contract for (5) five years renewable, subject to performance and retirement age.



How to Apply:

Applicants whose background and competencies match the above specifications are invited to apply for the positions by submitting a cover letter, detailed curriculum vitae (CV), a copy of their National Identity Card, copies of academic and professional certificates, and transcripts and other relevant testimonials either via email to recruitment@nifca.go.ke addressed to:

**Chief Executive Officer
Nairobi International Financial Centre Authority
The National Treasury Building
10th Floor, Room 1015
P. O Box 30007-00100
Nairobi, Kenya**

Please note:

- Applications must be received by Wednesday 25th February 2025 at 5 pm (East African Time).
- No hard copy applications will be accepted
- Only shortlisted candidates shall be contacted

The Nairobi international Financial Centre Authority is an equal opportunity employer. Female candidates and persons living with disability are encouraged to apply. Any form of canvassing will lead to automatic disqualification.