**CAROLINE WAITHIRA KAHIU**

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**PERSONAL DETAILS**

Date of Birth: 04.06.1983

Nationality: Kenyan

Religion: Christian

Languages: English, Swahili

**PERSONAL PROFILE**

Graduate of Communication Studies, specialized in Development Communication with a genuine interest for behavior change communication, design and implementing communication strategies, research, and ability to analyze and interpret information within communication guidelines. Nine years’ cumulative exposure and experience gained within various sectors in government and non-governmental organizations, demonstrating abilities to quickly adapt to different environments, providing thought input and pro-active interventions within performance- driven roles.

**COMMUNICATION STRATEGY**

Experienced and versatile communication professional with a talent for developing and implementing public campaigns and a desire to utilize knowledge acquired in a communication with a reputable growing organization. Skill set includes: Development Communication, Crisis and Risk Communication, Media Mobilization & Advocacy, Media Monitoring, Newspaper Review, Protocol Management, Stakeholder Engagement, Customer Care, Policy Formulation, Event Coordination, Public Relations and ISO 9001 Systems Auditing.

**ACADEMIC QUALIFICATIONS**

**M.A. Communication Studies (Development Communication),** University of Nairobi (2013-2015)

Pass

**B.A. in Language &Communication, Sociology and Psychology,** University of Nairobi (2007- 2010)

2nd Class Upper Division

**Kenya Certificate of Secondary Education,** Ngara Girls High School, Nairobi (1997-2001)

B- (B Minus)

**Kenya Primary Certificate Education,** Murang’a Road Primary School, Nairobi (1994-1996)

488/700 Marks

**PROFESSIONAL DEVELOPMENT**

**Information Security Management Systems (ISMS) Implementers Course,** National Quality Institute (KEBS), 7th- 10th October 2019

**Communicating for Behavior Change**, Public Relations Society of Kenya, 15th- 17th November 2017

**Corporate Social Responsibility**, Public Relations Society of Kenya, 18th- 19th October 2017

**ISO 9001:2015 Lead Auditors Upgrading Course,** National Quality Institute (KEBS), 25th- 28th April 2017

**ISO 9001 Quality Management Systems Lead Auditor Course,** SGS UK-Kenya, September 2014

**ISO Internal Quality Auditing Course,** Apex Management Systems, March 2012

**Crime Prevention Series,** Kenya Institute of Administration, March 2011- Feb 2012

**Diploma in Community Development, Project Planning & Management,** ICD, 2004

**PROFESSIONAL MEMBERSHIP**

Full Member- Public Relations Society of Kenya Membership Number **017- 1869**

**EXPERIENCE**

**Corporate Communication Officer**

**National Authority for the Campaign Against Alcohol and Drug Abuse (NACADA), April 2018-Date**

**Duties**

* Assisting in formulating and implementing communication strategies and public relations plans
* Content development for website, social media platforms and newsletter
* Media liaison and engagement
* Implement corporate social responsibility programs
* Mainstreaming relationship with the media to ensure reportage the Authority’s activities and visibility campaigns;
* Promoting a positive corporate image of the organization through promotions, exhibitions and campaigns;
* Planning, organizing and mobilizing participation in NACADA events, meeting, forums, workshops, exhibitions, trainings and documentation of the activities;
* Media monitoring
* Reputation and crisis management

**Program Officer- Communication and Documentation**

**National Authority for the Campaign Against Alcohol and Drug Abuse (NACADA) January 2017- March 2018**

**Duties**

* Assisted in formulating and implementing communication strategies and implementation plans
* Assisted in content development for capacity building and public campaign materials
* Ensure timely production and dissemination of advocacy and communication materials;
* Mainstreaming relationship with the media to ensure reportage the Authority’s activities and visibility campaigns;
* Promoting a positive corporate image of the organization through promotions, exhibitions and campaigns;
* Planning, organizing and mobilizing participation in NACADA events, meeting, forums, workshops, exhibitions, trainings and documentation of the activities;
* Compiling weekly monitoring on press and social media reach to inform the impact of Authority’s programs and activities;
* Advise on managing negative publicity about the Authority
* Advise on risk and crisis communication interventions;
* Assist in the design of social marketing and advocacy campaigns on various online platforms;
* Developed and updating of the Authority’s mailing list for purposes of disseminating advocacy and communication materials

**Program Officer- Policy, Planning, Monitoring and Evaluation**

**National Authority for the Campaign Against Alcohol and Drug Abuse, January 2011-December 2016**

**Duties**

* Participated in the development of national policies on alcohol and drug abuse;
* Coordinated mainstreaming of alcohol and drug abuse within the public-sector institutions;
* Analyzed and provided quarterly feedback to public sector institutions;
* Assisted in the development, implementation of the Strategic Plan, programs, and work-plans;
* Participated in the development of internal policies and reports;
* Drafted quarterly reports for the unit and lead agencies;
* Assisted in monitoring and evaluating the implementation of the Authority’s annual Performance Contracts;
* Assisted coordinating national research/best practice dissemination conferences, workshops and forums;
* Assisted in the mobilization, training and supervising research and data entry clerks;

**Program Assistant – Chief Executive Office**

**National Campaign Against Alcohol and Drug Abuse Authority, May 2008-December2010**

**Duties**

* First point of contact in the Chief Executive office
* Scheduled calendar for Board members and staff
* Logistical support for Board meetings and activities
* Received and directed telephone messages and incoming mail
* Maintained the general filing system and filed all correspondences in the Chief Executive office
* Maintained an adequate inventory of office supplies in the Chief Executive office
* Maintained and updated a database for all Authority’s partners and stakeholders
* Handled incoming mail and send mails to designated personnel or stakeholders.
* Drafted proposals/ concepts to implement scheduled activities

**Youth Program Officer: Pamoja Trust, 2004-2006**

**Duties**

* Supported slum youth groups to develop their operational systems, growth strategies and capacity
* Youth project implementation, monitoring and evaluation and report writing
* Facilitated community enumerations and capacity building for the urban poor
* Planned, implemented and documented of youth activities
* Mobilized and organized youth and children to participate in pertinent community issues, research activities and campaigns
* Organized and participate in donor and stakeholders field visits;
* Organized citywide slum youth and children federations, leagues and events
* Supported youth performing garbage collection in the slums to undertake waste management and other sustainable income generating initiatives
* Periodical management and logistical duties at the front office

**Volunteer 2004-2006**

* *Miss Koch* Community Initiative (*Korogocho)*
* Mama na Dada International (Nairobi & Kisumu)

**REFEREES**

Mr. Victor G. Okioma, EBS

Chief Executive Officer

NACADA

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