



REPUBLIC OF KENYA

THE NATIONAL TREASURY & PLANNING

INFRASTRUCTURE FINANCE & PUBLIC PRIVATE PARTNERSHIPS PROJECT - AF

JOB OPPORTUNITIES

Credit No: 61210 KE
Project ID No: P121019

The Government of Kenya (GoK) in conjunction with the World Bank (International Development Association – IDA) is implementing a five-year Infrastructure Finance and Public Private Partnerships Project (IFPPP) whose overall development objective is to increase private investment in the Kenyan infrastructure market by improving the enabling environment to generate a pipeline of bankable PPP projects. This objective will be achieved through the provision of technical expertise and building capacity to implement the Government's Public Private Partnerships (PPP) National program. The Public Private Partnerships (PPP) Unit is looking for highly motivated Kenyan, for a period of one (1) year, full time basis, renewable based on performance, to fill the position of:

COMMUNICATIONS EXPERT **Ref: IFPPP/PPPU/CE/2018-19** **- 1 Post**

The main objective of the Communications Expert assignment is to develop and oversee implementation of a comprehensive communication strategy for the PPP program to enable the PPP Unit and Contracting Authorities to effectively engage with its various stakeholders.

The Communications Expert is expected to meet the above objective by performing, without limitation, the following tasks:

- Design and execute strategies to increase awareness on PPPs, their rationale, benefits and progress of the PPP Program in the country.
- Manage and coordinate production of various information publications by the PPP Unit to build understanding and support of the PPP program.
- Respond to queries on PPPs by prospective investors, private sector, public agencies and the citizenry.
- Maintain a comprehensive and current database of key media houses and media practitioners in the region.
- Develop press releases, fact sheets, holding statements and newspaper supplements to keep the media and the country well informed of the PPP agenda in the county.
- In consultation with PPP Unit staff, draft appropriate articles on PPPs, investment and Kenyan fiscal policy for issuance by the PPP Unit and National Treasury management.
- Co-ordinate media appearances/interviews for PPP Unit management and technical resource persons in local and international fora to champion PPPs.
- Manage any crisis communication that may arise including drafting responses to misinformation in the media.
- Organize and coordinate meetings with key stakeholders to generate understanding and support of the PPP agenda.
- Ensure appropriate application of the PPP Unit Brand and Corporate Identity both internally and externally when the PPP Unit is in partnership with other stakeholders.
- As the first point of contact, ensure all prospective investors on the Kenyan PPP Program are well advised of investment opportunities and the existing legal and institutional framework on PPPs.

- Organize the PPP Unit's participation in local and international investment forums to market the Kenyan PPP Program.
- Updating the PPP Unit website and disclosure.
- Identify knowledge gaps in communication and media management, develop and implement appropriate capacity building program for the PPP Unit's staff.

QUALIFICATIONS, SKILLS AND EXPERIENCE:

- A minimum university degree in Communication/Public Relations/ Mass Media and a relevant master's degree.
- Good knowledge working knowledge of MS Office Suite
- Minimum 10 years demonstrated professional experience in Public Relations, Corporate Communications, Mass Media or any other relevant field, with at least 7 years in senior management of a communication function. Developed and implemented effective communication strategies and campaigns.
- Experience in developing and implementing successful public communication strategies and campaigns. Experience in the preparation and implementation of public communications plan for infrastructure development projects.
- Outstanding communication skills both in written and spoken medium with a strong command of English and Kiswahili languages.
- Working knowledge in Public Private Partnerships (PPP) frameworks will be an additional merit.
- Strong interpersonal and team skills.

EVALUATION CRITERIA:

CVs will be evaluated taking into account the following criteria: Academic and professional qualifications; Professional and work experience; Working knowledge in Public Private Partnerships Legal and Institutional Frameworks; Communication skills

Complete Application documents (curriculum vitae with details of your qualifications, experience, day and evening telephone numbers, email address and names of three referees) with **Position reference and name clearly marked on top** should be emailed or sent to the address below **on or before Tuesday 9th July 2019**.

Postal Address:

Project Implementation Unit
Attention: Procurement Specialist
P.O Box 21190 –00100
Nairobi, Kenya.

Telephone No: +254-20-2210271/4

Physical Address:

Project Implementation Unit
Attention: Procurement Specialist
7th Floor, Anniversary Towers, North Tower.
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DIRECTOR, PUBLIC PRIVATE PARTNERSHIPS UNIT
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