


SENIOR CORPORATE COMMUNICATION OFFICER

	JOB TITLE	Senior Corporate Communication Officer
	DIRECTORATE/ DEPARTMENT	Directorate of Corporate Services
	GRADE/LEVEL	IRA 6
	IMMEDIATE SUPERVISOR	Manager Corporate Communication

a) Job purpose

The position is responsible for implementing the strategies aimed at maintaining IRA's positive reputation and brand image through effective corporate communication practices, media relations, stakeholder engagement, corporate social responsibility, brand and events management. The position is also implementing strategies aimed at enhancing and maintaining service delivery and good customer experience.

b) Job Specifications:

Duties and responsibilities will entail:

I. Managerial / Supervisory Responsibilities

- (i) Implement Communication Strategies and programs to support business decisions and overall implementation of the Strategic Plan to enable the Authority respond and address its internal and external stakeholders' needs and expectations.
- (ii) Execute media relations plans across all media platforms and provide media relations and liaison support to enhance accurate and balanced reporting of the Authority.
- (iii) Plan and implement identified corporate social responsibility activities and prepare reports of the same.
- (iv) Preparation of information, education and communication materials such as media releases, newsletters, interview briefs and broadcast materials to support the achievement of communication outcomes;
- (v) Undertaking media monitoring and prepare reports;
- (vi) Implementing quality management standards and continuously identify and manage risks in their operational areas.
- (vii) Implement end to end flagship IRA events (e.g. Insurance Convention, CEO's Forum, Insurance Open Days, launches, workshops, etc.) including preparation of the programme, managing suppliers and speakers/facilitators among other activities.
- (viii) Coordinate and carry out photography and videography duties at all corporate events.
- (ix) Implement and supervise adherence to the IRA brand manual in all communication channels

- (x) Coordinate the placement of media advertisements across print media platforms
- (xi) Continuously maintain the official digital communication platforms by providing and updating content to ensure that they are current.
- (xii) Identify strategic events and partnerships for consideration and coordinate the Authority's participation in the same for enhanced visibility and corporate image.
- (xiii) Oversee the production of publicity collaterals/corporate merchandise and coordinate distribution of the same;

II. Operational Responsibilities / Tasks

- (i) Provide content for the IRA website and ensure that it is updated and remains relevant for purposes of information dissemination
- (ii) Assist in organizing and managing press conferences, media coverage and respond to incoming media calls
- (iii) Provide input for speeches, news releases, fact sheets, newsletters and any other presentations or reports as required
- (iv) Develop and maintain a database for distribution of IRA's Information, Education and Communication (IEC) materials
- (v) Assist in gathering information, write articles and edit newsletters, reports, journals and other publicity materials
- (vi) Continuously update the media database and coordinate planned media events like journalists' training.
- (vii) Provide guidance, coach and mentor staff within the department.
- (viii) Plan, prepare and execute stakeholder and publicity activities in furtherance of the Authority's mandate.
- (ix) Provide Corporate Communication and Customer Service support to all departments within the Authority.
- (x) Participate in joint financial sector regulator forums

c) Persons Specifications

- (i) Bachelors degree in Mass Communication, Communication Studies, Journalism, Public Relations or any other approved equivalent qualifications from a recognized University/Institution;
- (ii) Possess three (3) years' experience or relevant field.
- (iii) Be a member of a relevant professional body
- (iv) Certificate in Computer proficiency
- (v) Meet the provision of Chapter Six of the Constitution of Kenya

d) Competency and Skills

- (i) Excellent oral and written communication skills
- (ii) Strong communication and presentation skills
- (iii) Good analytical skills
- (iv) Problem solving
- (v) Professionalism skills

(vi) Leadership and supervision skills