



Job Title: Communications and Membership Manager- ACCESS Coalition

Salary (inclusive of benefits): USD 25,000 per annum

Contract: 12 months

Location: Nairobi, Kenya.

Candidate Profile

The Alliance of Civil Society Organizations for Clean Energy Access (ACCESS), a global coalition of civil society organizations and practitioners, is looking for a Communications and Membership Manager to deliver our mission of advocating for people living in poverty to have access to safe, reliable and affordable energy, and for environmentally sustainable and efficient energy systems globally. You will be a dedicated and experienced communications professional with excellent written and verbal communication skills. You will be excited about taking the communications strategy for ACCESS to the next level, developing and implementing plans to engage target audiences. You will also have proven experience in working with membership organization and coordinating networks and ideally, experience of supporting the development of fundraising applications.

Candidate role

The, Communications and Membership Manager will work closely with the International Coordinator (IC), the Host organization (Kenya Climate Change Working Group or KCCWG) and the Coordination Group (CG) of ACCESS, as well as Regional Coordinating Organizations (RCOs) in East, West and Southern Africa. You will be responsible for delivering on key objectives within the three-year global strategy of ACCESS, related to communications and external stakeholder engagement and membership. This will include leading the development and implementation of a strategy for communicating ACCESS members' work to external actors, as part of the Coalition's wider advocacy strategy communications as well as supporting RCOs' communications strategies. You will also develop and implement a strategy for outreach with ACCESS members and for membership development. Finally, you will support the International Coordinator and the secretariat with fundraising applications, in relation to the communications and membership functions.

KCCWG is an equal opportunities employer and does not discriminate candidates based on their gender, age, race, origin or nationality. For further information on ACCESS, see here: www.access-coalition.org. Further information on KCCWG is available here: www.kccwg.org.

Application Process

To apply, send your CV and a short supporting statement (max. of 400 words) outlining your suitability for this role and why this role interests you to: recruitments@kccwg.org.

Closing date for applications 11th March 2019 (11.59pm EAT)

Background

Founded in 2014, ACCESS has grown rapidly to its current membership of 65 organizations. Most ACCESS members are based in sub-Saharan Africa and developing Asia or are international NGOs with projects and partners in these regions. After successfully securing major new funding, ACCESS is looking for a Communications and Membership Manager to undertake key functions that will enable implementation of a three-year global strategy around advocacy, knowledge and capacity building. The new Secretariat will comprise of the International Coordinator and the, Communications & Membership Manager, who will be managed by the International Coordinator. The Secretariat will also work closely with ACCESS RCOs based in East, West and Southern Africa, supporting them in their communications, membership outreach and fundraising efforts. The Communications and Membership Manager, along with the International Coordinator will be hosted and supported by ACCESS member Kenya Climate Change Working Group (KCCWG), and the post will be based in Nairobi, Kenya.

Key Responsibilities

Strategic communications: 40 %

- Develop and implement a strategy to ensure regular and effective communication with different external audiences to support ACCESS advocacy, learning and capacity building, as well as to promote other relevant member and partner activities (using tools including the website, newsletter, mailers and social media etc). This should include an analysis of the target external stakeholders/audiences, key moments and intervention points and key messages with regional coordination hubs, working with the IC, CG and RCOs.
- Working with the International Coordinator, CG and RCOs, proactively develop and deliver targeted communications packages for specific ACCESS advocacy events nationally, regionally and internationally, such as workshops and conferences (e.g. at SEforALL Forums, AfDB meetings, COPs etc.) including press releases, briefings, tweets, blogs, etc.
- Participate actively in online discussions on energy access to popularize the Coalition's work.
- Work closely with the IC to conduct timely monitoring and evaluation of activities to ensure the communications objectives are met and the strategy is effective

Membership engagement - 40%

- Develop a membership outreach strategy for ACCESS, working with the International Coordinator and CG.
- Actively identify potential new members among CSOs working on related development issues in focus countries and regions and inform them of ACCESS activities.
- Manage the membership process for new members to ensure they are easily integrated into the mailing lists and receive other communications (newsletter etc.).
- Manage databases of members, partners and stakeholders and ensure up-to-date profiles of ACCESS members on the website and internal records of key stakeholders.
- Identify and develop opportunities for members to showcase and communicate their work at external events.
- Upload key publications from members on the website and publicize them through social media etc.
- Prepare summary reports on ACCESS activities to be shared with members and the Advisory Board. on a quarterly and annual basis.
- Develop an overview document outlining the ACCESS membership profile (including regional distribution, key activities and thematic focus across the membership base)
- Work with the Host Organization (KCCWG) to manage the ACCESS website, including regular refreshes and reviews of its effectiveness, as required.
- Where feasible, offer strategic communications advice to members to maximize their advocacy impact.

Institutional support and fundraising: 20%

- Ensure membership and communications strategies are effectively integrated into each of ACCESS' three regional strategies and give strategic support delivery of those activities, working with the RCOs.
- Provide strategic advice on communications to the Learning and Capacity Building Group as part of its strategy development.
- Support the IC in identification of new strategic communications partnerships to support and scale up ACCESS activities - particularly in the focus regions (East, West and Southern Africa)
- Support the IC and KCCWG with identification of new funding opportunities and development of funding proposals, particularly as pertains to outreach and communications activities.
- Support the IC and KCCWG in preparation of CG and Advisory Board meeting minutes bi-annual and annual narrative and financial reports.

This list of duties and responsibilities is by no means exhaustive and the post holder may be required to undertake other relevant and appropriate duties as required.

Essential Experience and Skills

- Proven experience (minimum three years) in strategic communications/ marketing and stakeholder engagement in the development, energy or other related sectors.
- Educated to at least Bachelors' degree level in a relevant field such as mass communication, media, journalism, or in a development/energy field with a communications specialization.
- Experience of engaging with membership organizations from both the Global North and Global South.
- Fluency in English with excellent written and oral communication skills.
- Experience of producing communications packages for a range of different audiences and using a range of conventional and new media.
- Experience of managing databases & online communication tools such as mail chimp, twitter etc.
- Experience of website management and development, including word press and/or similar platforms.
- Experience of supporting development of funding proposals.

Desirable

- Expertise in energy access.
- Experience of managing communications for an international membership network/coalition.
- Fluency in French.