



## **CORPORATE AFFAIRS OFFICER - NKCC/HR/CAO/231/01/03/2024**

### **Job Purpose**

Reports to the Head of Corporate Affairs. The officer plays a key role in digital communication strategy, customer service, developing and executing a publishing plan across internal and external platforms in line with the organisation's communication strategy to enhance the company's brand presence and reputation.

### **Key Responsibilities**

- Develop and execute digital communication strategies in line with the organization's communication strategy to enhance brand presence and reputation.
- Manage digital communication channels and utilize both digital channels and traditional publishing methods to disseminate information, engage stakeholders, and maintain consistent messaging across various platforms.
- Create and implement a comprehensive publishing plan (press releases, articles, social media posts, etc.) across internal and external platforms ensuring consistency with New KCC's brand messaging and communication objectives.
- Manage customer service inquiries and concerns effectively, ensuring timely responses and resolution ensuring a positive customer experience to enhance customer satisfaction and loyalty.
- Monitor and analyse customer feedback and trends to identify areas for improvement in products, services, or communication strategies.
- Work with cross-functional departments to ensure digital communication efforts support the organization's overall goals and initiatives.
- Stay updated on industry trends and best practices in digital communication, customer service, and corporate affairs to continuously improve strategies and tactics.
- Coordinate with relevant stakeholders to produce high-quality content for digital platforms, including but not limited to social media, website, and email newsletters.
- Assist in crisis communication efforts by providing support in managing online reputation and addressing issues in a timely and effective manner.
- Prepare and present regular reports on digital communication activities, customer service performance, and key metrics to the Head of Corporate Affairs and other relevant stakeholders.

- Act as a brand ambassador, ensuring consistency in messaging and tone across all digital communication channels.
- ***Any other duty as may be assigned by the supervisor from time to time.***

### **Qualifications and person specifications**

- Bachelor's degree in mass communications, Public Relations, Journalism, or equivalent qualification from a recognized institution.
- Master's degree in mass communications, Public Relations, Journalism or equivalent qualification from a recognized institution is an added advantage.
- A minimum of eight (8) years in a relevant communications field, with at least three (3) years of supervisory experience.
- A relevant professional certification in communications, public relations, journalism, or an equivalent credential from a recognized professional body.
- Current membership with a recognized professional association in communications, such as Public Relations Society of Kenya.
- Have a minimum four-week (4) management course from a recognized institution.
- A track record of work performance and experience in a fast-paced environment.
- Proven experience and execution in digital communication with hands-on experience in utilising diverse digital tools and platforms.
- Excellent written and verbal communication skills with a strong understanding of customer service principles and practices.
- Excellent analytical and interpersonal skills with a creative and innovative approach to communication.
- Strong organizational skills, ability to prioritize tasks, excellent problem-solving skills, time management skills, and attention to detail.
- Ability to work independently and as part of a team.