



# Senior Manager, Communications



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## About Gatsby Africa



**Gatsby Africa** is a private foundation set up by Lord David Sainsbury that is committed to building stronger and more inclusive economies in East Africa through the transformation of high potential sectors.

East Africa urgently needs economic transformation – growth with depth that will radically change economies, rapidly create jobs and offer large numbers of people pathways to make a step-change in their income. To address this, Gatsby aims to catalyse large-scale and lasting change in high-potential sectors in East Africa to benefit many hundreds of thousands of people over the long term. They have a portfolio of five sectors across Kenya, Rwanda, Tanzania and Uganda: aquaculture, forestry, livestock, textiles & apparel and water services. In addition, Gatsby has been supporting work in the tea industry in Tanzania and Rwanda through their partner, The Wood Foundation.

The depth of their work, with a flexible but clear approach applied across these different sectors and geographies, provides them with a rich environment for learning. Their ethos, as a private foundation, is that they should be using the flexibility of their funding to do things that other development partners and institutions find difficult, to challenge themselves to learn from best practices globally and to seek innovative new ways of driving change. Beyond their immediate work in transforming sectors, GA also champion a coordinated and strategic approach to economic transformation from governments and funders.

The Communications team plays a key role in helping the organisation capture and share lessons from their work, and that of others, to share both internally and externally with institutions, governments, development partners and finance institutions to influence their behaviours and choices. As Gatsby builds this capability, they are seeking to become more externally focused, engaging with global and local debates about the pathways to economic transformation and the role of specific sectors in driving such change.

To find out more about Gatsby Africa, visit their [website](#) or [LinkedIn](#).



## Job Purpose

The Senior Manager, Communications will lead the development and execution of Gatsby's external communication strategy, collaborating closely with programme teams, their Insights team and the wider Communications team, to ensure plans align with Gatsby Africa's mission and objectives and position them as a credible and influential partner among key stakeholders. The successful candidate will support programmes and external engagement agenda in co-creating influencing strategies and equipping staff to engage effectively with stakeholders, helping to advance advocacy efforts and deliver impactful messaging tailored to diverse audiences.

## Overview of Responsibilities

Reporting to the Communications Director, the Senior Manager, Communications will play a vital role in enabling teams to capture and share insights and learnings, helping to influence and drive change through others in the sector and beyond. This role offers an exciting opportunity to work with various internal and external partners, contributing meaningfully to Gatsby Africa's impact.

## Key Responsibilities

### Strengthen Gatsby's external positioning and communications

- Lead the design and delivery of the Kenya branch and programme communication and influencing plans, coordinating closely with programme teams and ensuring alignment with Gatsby's overall strategic objectives and communications strategy.
- Provide strategic advice and support to the Country Director, Programme Directors, Insights Team and Executive Director to enhance their external engagement and communications, ensuring they are adapted for the relevant audiences.

- Collaborate with members of Gatsby's Senior Leadership to develop and monitor local reputation management plans, ensuring they map and have plans in place for addressing key issues related to their work.
- Support work to build Gatsby's reputation, brand and positioning with key audiences and stakeholders.

### Strengthen Programme Communications

- Serve as a communications business partner for Insights and Programme teams.
- Support stakeholder mapping and government/political engagement, and provide targeted briefings, presentations and other relevant materials to communicate programme successes and relevance to Gatsby's external stakeholders.
- Gather and present stakeholder testimonials to enhance Gatsby's position as a trusted partner with public and private sectors.
- Develop engaging content for various channels, including website, social media, and newsletters, leveraging data-driven insights to refine strategies.
- Support programme teams in capturing stories and evidence in various media formats to support communications objectives.

### Facilitate Learning and Knowledge Sharing

- Identify and engage in relevant events and opportunities within Kenya, to share Gatsby's experience and insights.
- Lead the creation of impactful materials using text, photography, audio, video, and graphics to highlight Gatsby's work.
- Develop and implement communications plans to share insights and materials with different audiences in the most effective way.
- Represent Gatsby in meetings with stakeholders and at industry conferences.
- Establish and maintain a framework for measuring strategic communication activities and stakeholder engagement.

### Support Central Communications Initiatives

- Contribute to the development and implementation of Gatsby’s overall Communications Strategy.
- Partner with the wider Communications team to manage Gatsby’s external media platforms, including the website, LinkedIn, and Twitter accounts.
- Monitor media trends and provide insights to inform programme strategies.
- Oversee communications consultancy projects, including video production and creative agency collaborations.
- Develop and manage the Kenya branch’s communications budget.
- Provide comms support as needed on larger organisational change management processes and crisis communications.
- More specific responsibilities, deliverables and project reporting lines will be agreed upon annually based on priority areas of work, as well as skills, capacity, and development needs.

### Person Specification

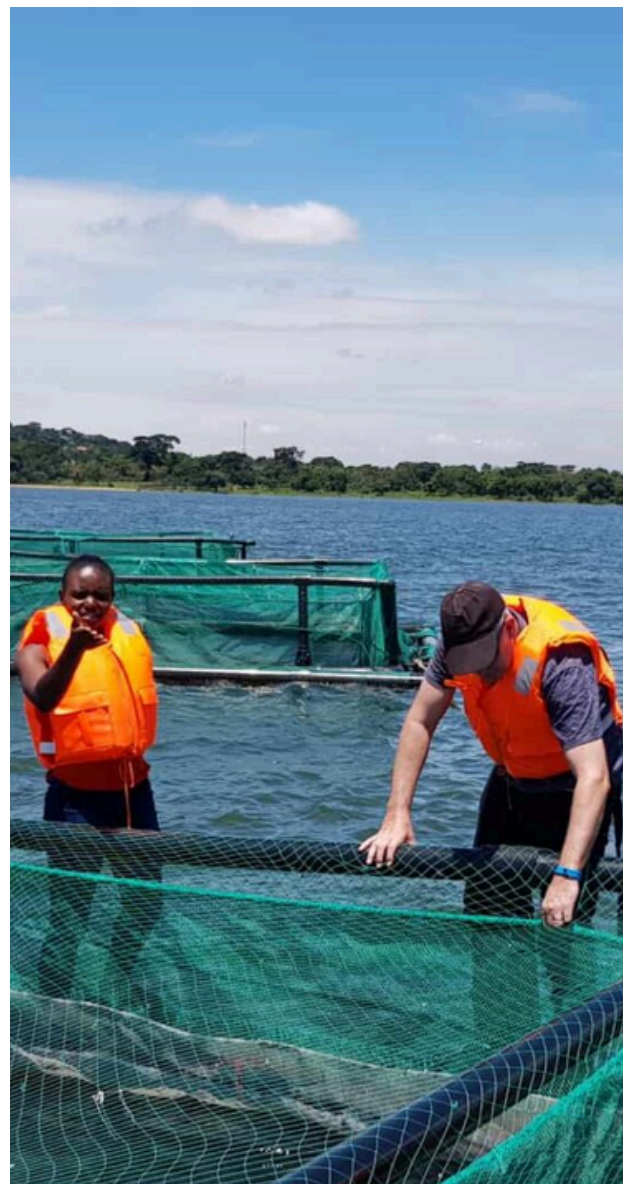
This is a challenging and exciting role that will require an individual who has excellent strategic and creative thinking skills; has strong experience in external engagement, and enjoys building and maintaining strong relationships across a range of stakeholders.

### Key Competencies

- Strategic and creative thinker with the ability to tailor communications for diverse audiences.
- Exceptional ability to craft and deliver compelling messages with clarity and enthusiasm.
- Proven track record in building successful collaborative relationships, serving as a trusted advisor and technical resource for guidance in strategic communications.
- Skilled in developing and managing work plans, anticipating linkages across different workstreams and aligning plans as necessary.
- Strong mentoring and coaching skills to support team development.
- Solid understanding of digital channels and how to utilise them effectively.

### Personal Attributes

- Strong sense of initiative and ability to work independently with accountability for results.
- Ability to put people from all kinds of backgrounds at ease and help them tell compelling stories.
- Outstanding attention to detail and a meticulous approach to tasks.
- A curious mindset with an active interest in continuous learning and personal and professional growth.
- Passion for development and a commitment to achieving high standards of performance.
- Adaptability and comfort with ambiguity and change.
- Demonstrates professionalism and empathy with the mission and values of GA.



## Knowledge, Experience and Qualifications

### Essential

- Extensive experience in external communications within Africa, in either the private or public sector.
- Sound understanding of public policy processes and effective advocacy strategies.
- Excellent written and spoken English.
- Relevant higher education qualification.
- Experience supporting organizational growth and institutional strengthening.
- Proficiency in content management systems (preferably WordPress) and Adobe InDesign.

### Desirable

- Familiarity with market systems approaches to international development.
- Knowledge of Adobe Premiere Pro, Illustrator, and Photoshop.
- Kiswahili language skills.

## Diversity, Equity and Inclusion

Diversity, equity and inclusion are central to Gatsby Africa. GA is committed to treating all employees and job applicants fairly, equally, and no less favourably than anyone else. GA recognises, respects and values diversity and the benefits that difference can bring to the organisation.

## Safeguarding

Gatsby Africa is committed to protecting children and vulnerable adults from any harm when engaging with Gatsby Africa or its partners and expects all staff to abide by the safeguarding policy.





## HOW TO APPLY

Shortlist ([www.shortlist.net](http://www.shortlist.net)) is Gatsby Africa's exclusive recruitment partner for this role. Applications will be considered on a rolling basis until the position is closed, though early applications are strongly encouraged. If you believe you meet the attributes and skills above, please apply through this [link](#) or send a brief email with your updated CV or LinkedIn profile to:

**Uday Broca**  
Managing Partner  
[uday@shortlist.net](mailto:uday@shortlist.net)

**Wanjiru Akinyi**  
Principal Consultant  
[akinyi@shortlist.net](mailto:akinyi@shortlist.net)