

COUNTY GOVERNMENT OF KIRINYAGA



COUNTY PUBLIC SERVICE BOARD

VACANCIES

Kirinyaga County Public Service Board wishes to recruit competent and qualified person to fill the following positions in Directorate of Communication. This is pursuant to Article 235 of the Constitution of Kenya, 2010 and Section 63 of the County Government Act, 2012.

1. PRINCIPAL COMMUNICATIONS OFFICER, (JOB GROUP N) – ONE (1) POST

Job Ref: KCPSB/PCO/N/01/26/03/19

Terms of Service: Contract

Duties and Responsibilities

An officer at this level will be deployed in the Communication Directorate at the County Headquarters and will report to the Director Communication. Duties and responsibilities at this level will entail assisting the Assistant Director Communications in: -

- Gathering information on programmes, significant events in various sectoral areas and the impact on customers, and forwarding the same to the Director Communication for dissemination;
- management of news;
- co-ordination of information services;
- Carrying out research on local and national press on public opinion on the County Government;
- Identifying events that require packaging and dissemination to the media;
- Preparing media supplements, documentaries and features. Managing news, information and features;
- Assisting in the co-ordination of information services;
- Carrying out information research and preparing reports;
- Co-coordinating the provision and uploading of content onto the County website and Information Resource Centre.
- Assisting in the development of communications and media strategy;
- Editing stories on various topical issues before they are released to the public and liaising with media practitioners and the public on issues of mutual concern;

- Scheduling interviews with Government officials;
- Managing assigned projects/programmes;
- Organizing events under the guidance of the Director Communication.
- Handling complex news, information and features that require objective judgment.
- Assisting in the development of departmental and individual work plans, news gathering strategies, standards and regulations in management of information and supervision of staff and management of resources.

Requirements for Appointment

For appointment to this grade, an officer must have:-

1. Served in the grade of Chief Communication and Information Officer or an equivalent and comparable position in the Public Service or Private Sector for a minimum period of three (3) years;
2. Bachelor's Degree in any of the following disciplines:- Mass Communication, journalism, Public Relations, Communication Studies, Media Studies/science or Photojournalism from a recognized institution; OR Bachelor's Degree in social Science with a Postgraduate Diploma in Photojournalism, Mass Communication, Journalism, Public Relations, Communication Studies or Media Studies/Science from a recognized institution;
3. Have a clear understanding of working of the media;
4. Have attended a management course lasting not less than four (4) weeks from a recognized Institution;
5. Possess advanced computer application skills;
6. Excellent oral and written communication skills' and
7. Have demonstrated professional and managerial competence in information work as reflected in work performance and results Shown merit and ability as reflected in work performance and results.

2. CHIEF PHOTOJOURNALIST (JOB GROUP 'M') – ONE (1) POST

Job Ref: KCPSB/CPJ/M/02/26/03/19

Terms of Service: Contract

Duties and Responsibilities:

An officer at this level will be deployed in the Communication Directorate at the County Headquarters and will report to the Director Communication. Duties and responsibilities at this level will entail: -

- Maintaining technical standards for photographs and darkroom studio operations;

- Process photos by developing negatives or editing digital images to produce clear visuals
- Compose headlines, captions or other descriptive tag to interpret a photo
- Use photo editing software such as Print Shop Pro or Photoshop to edit or enhance an image
- Travel to local and international regions to cover the photo requirements of a story
- Collaborate with reporters to ensure images correspond with news stories
- Present photos to editors or supervisors to review and approval
- Manage time effectively in order to achieve assigned tasks
- Conduct research to verify facts about an event or incident prior to photo shoot
- Keep record of photographs in an image database
- Manipulate parameters such as lighting, focus, depth and distance to obtain clear images
- Capture images of life-threatening situations such as crisis, war or extreme weather conditions
- Use a variety of cameras to take photographs of important county locations, people, county events or moments
- Providing photographs for uploading onto County website and Information Resource Centres;
- Documenting news, information and features through photography;
- Caption writing and designing picture stories;
- Editing photographs;
- Organizing photographic coverage and determining quality of photographic images, prints and colour slides.

Requirements for Appointment

For appointment to this grade, an officer must have:-

1. Served in the grade of Senior Photojournalist or an equivalent and comparable position in the Public Service or Private Sector for a minimum period of three (3) years;
2. Bachelor's Degree, or Diploma/Higher Diploma from a recognized institution with five (5) years working experience in photojournalism/Photography;
3. Eye for details
4. Able to operate various photography tools and equipment to obtain images for a publication
5. Display level of courage when working to obtain images under difficult circumstances
6. Knowledge of photo editing programs such as Photoshop and other similar software that is necessary for the job.
7. Certificate in computer applications skills from a recognized institution; and

8. Shown merit and ability as reflected in work performance and results.

3. CHIEF BRANDING OFFICER, (JOB GROUP 'M') – ONE (1) POST

Job Ref: KCPSB/CBO/M/03/26/03/19

Terms of Service: Contract

Duties and Responsibilities

An officer at this level will be deployed in the Communication Directorate at the County Headquarters and will report to the Director Communication. Duties and responsibilities at this level will entail: -

- Develop and execute online public relations strategies that will allow the County to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers.
- Manage a diverse team of online communications, stewardship and events team professionals in support of organizational priorities through the development of increased brand elevation, activation and engagement opportunities.
- Oversee all online organizational messaging, branding, marketing communications, and promotion, print collateral and digital assets including website technical oversight of Content Management Systems and social platforms.
- Direct online content management and segmentation across all communications activities and external touch points.
- Provide online structured, proactive and sustained brand and message oversight, tools and resources for all County events.

Requirements for Appointment

For appointment to this grade, an officer must have:-

- (a) served in the grade of Senior Branding Officer or an equivalent and comparable position in the Public Service or Private Sector for a minimum period of three (3) years;
- (b) Bachelor's Degree, or Diploma/Higher Diploma from a recognized institution with five (5) years working experience in Business Administration, Marketing, Communications or an equivalent;
- (c) Demonstrated skill and comfort in proactively building relationships with top tier reporters and editors, and in successfully positioning subject matter with the media to achieve high-impact placements
- (d) Extensive successful writing and editing experience (externally focused) with a variety of print and online communications media
- (e) Creative and thoughtful on how new media technologies can be utilized
- (f) Innovative thinker, with a track record for translating strategic thinking into action plans and output

- (g) Superior management skills; ability to influence and engage direct and indirect reports and peers
- (h) Ability to make decisions in a changing environment and anticipate future needs
- (i) Excellent and persuasive communicator
- (j) Energetic, flexible, collaborative, and proactive; a team leader who can positively and productively impact both strategic and tactical initiatives
- (k) Exceptional written, oral, interpersonal, and presentation skills and the ability to effectively interface with senior management, Board of Directors and staff
- (l) Ability to operate as an effective tactical as well as strategic thinker

How to Apply

Applicants should submit their applications together with copies of their detailed

- Curriculum Vitae,
- Academic and Professional certificates,
- Testimonials,
- National Identity Card or Passport and
- Any other supporting documents.

Clearly indicate the position applied for, both on the cover letter and the envelope.

Applications should be addressed to:

The Secretary

County Public Service Board

P O Box 260 - 10304

KUTUS

Hand delivered applications should be dropped at the **County Headquarters 4TH floor, KUTUS** (Office of County Public Service Board between **8.00 a.m. and 5.00 p.m.** on weekdays).

Applicants should seek clearance and attach copies or evidence thereof of the updated documents below.

- Kenya Revenue Authority
- Ethics and Anti-corruption Commission
- Criminal Investigation Department (Certificate of Good Conduct)
- Higher Education Loans Board (HELB)
- Credit Reference Bureau (CRB)

Applications should reach the County Public Service Board (CPSB) on or before **Friday, 5th April 2019**

Shortlisted candidates will be required to produce their original identity cards, academic and professional certificates, testimonials, clearance and other relevant documents in support of their applications.

NOTE

Women and persons living with disabilities who meet the specified requirements are encouraged to apply.

Salary and benefits attached to these posts are as per the guidelines by Salaries and Remuneration Commission.

Prospective candidates are encouraged to visit our website:

www.kirinyaga.go.ke for more details

The Kirinyaga County Government is an equal opportunity employer.