



JOB DESCRIPTION FOR MANAGER, CORPORATE COMMUNICATIONS

Job Reference: KEBS/HR/EXT/DEC24_04

Job Title	Manager, Corporate Communications
Grade	KS 4
Corporation/Organization	Kenya Bureau of Standards
Directorate	Human Resource and Administration
Department	Marketing and Customer Care
Division	Corporate Communications
Section / Unit	N/A
Location / Work Station	KEBS Head Office, Popo Road, Off Mombasa Road
Reporting Relationships	
Reports to	Chief Manager Marketing and Customer Care
Direct Reports	Assistant Manager, Corporate Communications
Indirect Reports	Principal Officer, Corporate Communications (1)
Job Purpose	
<p>Oversees and is responsible for development and implementation of corporate communications policies and strategies to increase awareness and knowledge about KEBS mandate, operations, products & services; and events so as to educate, inform and build public confidence for over 50 million consumers and maintain reputation of the institution nationally, regionally and internationally. This is to promote trade facilitation and ease of doing business while safeguarding consumer health and safety, protection of environment in line with Articles 42, 43(a, b, c & d), 46 (a, b & c) of the Constitution of Kenya and the Standards Act (Cap 496 Laws of Kenya); and entrenchment of a culture of quality for the realization of Kenya's vision 2030, African Union Agenda 2063 and United Nations Sustainable Development Goals.</p> <p>Articulates KEBS position in Standardization, Metrology and Conformity Assessment (SMCA) at national, regional and international level and ensures that information disseminated is true, accurate and consistent so as to build and sustain a positive image for the organization.</p>	
Key Responsibilities/ Duties / Tasks	
I. Managerial / Supervisory Responsibilities	
<ul style="list-style-type: none"> a) Oversees and is responsible for development and implementation of corporate communications policies and strategies to increase awareness and knowledge about KEBS mandate, operations, products & services; and events so as to educate, inform and build public confidence for over 50 million consumers; b) Leads in disseminating KEBS position on Standardization, Metrology and Conformity Assessment (SMCA) at national, regional and international level to ensure that information is true, accurate and consistent so as to build confidence; c) Leads in creation of linkages and partnerships with internal and external stakeholders to maintain regular interactions to ensure fair reporting and representation of SMCA issues; 	

- d) Provides leadership in management of media intelligence to identify relevant information for the organization and coordinate response for the realization of KEBS mandate and objectives;
- e) Provides strategic leadership in development, implementation and management of digital/social media strategy to promote visibility of the organization's products and services;
- f) Oversees production and dissemination of relevant information/content that addresses stakeholders and media inquiries in order to enhance accurate reporting or presentation of KEBS matter to the public;
- g) Oversees implementation of divisional performance management and productivity improvement strategies, policies, and tools to ensure effective monitoring and evaluation of divisional processes, products, and services;
- h) Provides leadership in establishment, implementation, maintenance, monitoring, evaluation and improvement of Management systems adopted by KEBS for the purpose of ensuring efficiency, effectiveness, risk management and sustained customer satisfaction;
- i) Oversees the development and implementation of business continuity strategies to ensure resilience and sustainability of division's processes, products, and services; and
- j) Provides leadership in identification and provision of human and physical resources needs in the division and ensures proper utilization of existing resources to meet corporate objectives

II. Operational Responsibilities / Tasks

- a) Leads in the development and implementation of the divisional workplans, annual budget, Medium Term Expenditure Framework, and procurement plans;
- b) Oversees analysis of global and national Standards, Metrology and Conformity Assessment media-related information to align KEBS' business operations with international trends;
- c) Oversees and is responsible development and dissemination for media press releases, public notices and communiques to provide information to the targeted stakeholders;
- d) Spearheads fostering of digital community engagements with key stakeholders to promote KEBS products and services for the realization of KEBS strategic objectives;
- e) Provides technical advice to the Managing Director on matters of Corporate Communication to enhance positive engagement with internal and external stakeholders;
- f) Leads in collaboration with other business units for generation, moderation, approval and dissemination of content for publicity/promotion programs to ensure effective communication to the targeted publics/audiences;
- g) Leads in coordination and management of publicity events to enhance KEBS public image;
- h) Reviews and approves expenditure in the division;
- i) Oversees preparation and submission of corporate communication board papers to the Managing Director;
- j) Leads in implementation of NSC resolutions in relation to corporate communication matters;
- k) Leads in setting of divisional targets, reviews and approves divisional performance targets, monitors implementation and submits performance reports to the Managing Director;
- l) Directs development of staff competencies in the division through formal training, mentorship, coaching and on-the-job training to enable delivery of divisional objectives; and
- m) Assign duties to corporate communication staff and approves leave.

Job Dimensions:

I. Financial Responsibility
<ul style="list-style-type: none"> a) Accountable for the division's budget of approximately KES. 60 million per annum b) Monitors and recommends expenditures within the division.
II. Responsibility for Physical Assets
Responsible for physical assets in the division including computers, workstations, desk phones, cameras, microphones and recording devices.
III. Decision Making / Job Influence
<p>Makes</p> <ul style="list-style-type: none"> a) Strategic decisions, b) Operational decisions, and c) Financial decisions
IV. Working Conditions
<ul style="list-style-type: none"> a) Works predominantly within the office. b) Expected to travel locally, regionally and internationally.
Job Competencies (Knowledge, Experience and Attributes / Skills).
Academic qualifications
Bachelor's degree in Public Relations/Communications/Journalism or social science with a post graduate diploma in Public Relations/ Communications/ Journalism
Professional Qualifications/Membership to professional bodies
Member of the Public Relations Society of Kenya Member of Media Council; of Kenya
Previous relevant work experience required.
At least 8 years' relevant work experience out of which three (3) years' must have been in a managerial position.
Functional Skills, Behavioral Competencies/Attributes:
<p>Functional</p> <ul style="list-style-type: none"> a. Communication skills b. Customer care skills; c. Protocol management skills d. Editorial skills e. Creative design software skills f. Strategic management skills g. Financial management skills h. Negotiation skills i. Leadership skills j. Presentation skills k. Report writing skills l. Analytical skills <p>Behavioural Skills</p> <ul style="list-style-type: none"> a. Counselling skills b. Problem solving skills c. Time management skills

d. Interpersonal skills