



## BRAND KENYA BOARD

### EMPLOYMENT OPPORTUNITIES

The Brand Kenya Board is a State Corporation established under the State Corporation Act (Cap.446) Legal Notice number 38 of 2008. The Board's mandate is to ensure an integrated national brand is created, harnessed and sustained. In order to fulfil its mandate, the Board wishes to recruit exceptional and experienced individuals to fill the following positions.

#### Ref: CEO/09, CHIEF EXECUTIVE OFFICER

##### Purpose of Position

The position reports to the Board of Directors. The Chief Executive Officer will provide visionary leadership toward the achievement of the organization's goals and objectives, oversee the management of the day to day running of the Brand Kenya Board and spearhead coordination and partnership building.

##### Major Functions/Accountabilities:

- i) **Leadership, Policy and Strategy Development**
  - Support operations and administration of the Board by advising and informing Board members and Interfacing between Board and staff.
  - Taking a proactive role in the formulation of strategic objectives and bringing them to the board for input, discussion and ratification.
  - Recommend yearly budget for Board approval and prudently manage Brand Kenya Board resources within budget guidelines and in accordance to current laws and regulations.
  - Ensuring that all financial and non financial reporting requirements are met on a timely and regular basis.
  - Resource mobilization and strengthening partnership for development.
- ii) **Day to Day Operations Management**
  - Ensuring that the day-to-day operations of the organization are effectively and efficiently co-ordinated and implemented within the framework agreed to by the Board.
  - Implement stringent project management processes to ensure the timely and cost effective development of key initiatives undertaken by Brand Kenya Board.
  - Develop and manage performance based contracts for the achievement of agreed targets and objectives of Brand Kenya Board.
  - Provide clear leadership, promote and foster a team culture consistent with Brand Kenya values.
- iii) **Stakeholder Partnerships**
  - Development and maintaining effective strategic relationships with key stakeholders including public, private, civil society and development partners.
  - Developing a wide range of relationships and networks with the local, national and international markets to position Brand Kenya as a choice product and service.
  - Ensuring the development of effective and innovative lobbying to industry and government in order to promote the interests of Brand Kenya.
  - Represent the Board in various functions and

forums.

##### Key Competencies

- a) **Leadership**
  - Demonstrates Passion and enthusiasm for the Brand Kenya vision.
  - Demonstrate ability to empower others to achieve organizational goals.
  - Inspire and motivate staff towards high levels of performance
- b) **partnership Liaison and management Skills**
  - Demonstrate ability to establish and maintain positive working relationships with key stakeholders.
  - Ability to influence or persuade others to gain acceptance or agreement of ideas and approaches.
  - International, National and Regional exposure will be an added advantage.
- c) **Strategy Formulation**
  - Ability to formulate strategies and policies and create new approaches for marketing and communication
  - Ability to translate strategies into strategic and operational activities.
- d) **Personal Attributes**
  - Excellent Communication and presentation Skills.
  - A personal commitment to organizational excellence.
  - Displays honesty, integrity and a strong sense of ethics in local, national and international marketing trends.
  - Demonstrate an understanding of corporate governance and public service operations.

##### Academic qualifications and experience

- Masters degree in business administration, marketing, strategic communication or equivalent.
- At least 10 years experience in management of a private or public organization with a strong communication and/or marketing orientation.
- Experience in matters relating to image and brand development will be desirable.

**Ref: Director Stratcom/09, DIRECTOR, STRATEGIC COMMUNICATION**  
**Purpose of Position**

This is a senior position reporting to the Chief Executive Officer. The Director, Strategic Communication is responsible for Brand Kenya Board Strategic Communication, which includes but not limited to, country branding and corporate communication.

The Director will define and build the Brand Kenya Board Communication Strategy, position and passionately claim the country's desirable image nationally and internationally.

**Duties and Responsibilities**

**1) Corporate communication and Public Relations**

- Oversee both brand and corporate communication activities through the communication and PR division of the Board. This will include managing, external communication, internal communication, public relations efforts, external vendors and consultants, board's publications and journals.
- Develop and administer communication database which includes client and prospect information, mailing list applications, access financial reports, etc.
- Assist with and support Brand Kenya involvement in various communication networks including coordinating business development and communication activities via these relationships.
- Oversee firm's electronic communication efforts including supervision of website design and maintenance.
- Oversee various resources in strategic communication.

**Key Competencies**

- At least seven years in a dynamic communications/PR function in public and or private sector.
- Strong leadership and consensus building skills.
- A proven track record in developing and administering strategic communication programmes.
- Passionate drive for Brand Kenya positioning.
- Self-starter, highly organized and a team player.
- Exceptionally polished presentation skills.
- Top level business management, interpersonal and facilitation skills.
- Excellent knowledge of Microsoft office and window based computer applications.

**Academic qualifications and experience**

- Masters Degree in Communication. Public relations, Business Administration or equivalent with strong bias to communications is preferred.

For both positions, successful candidates will be offered a three year contract renewable upon performance satisfaction.

Attractive remuneration packages commensurate with the responsibilities will be offered to these positions. If you believe you can clearly demonstrate your abilities to meet the relevant criteria for the roles above, please submit your application with a detailed CV, stating your current position, remuneration, and email and telephone contacts.

To be considered, your application must be received by close of business June 26, 2009 addressed to:

The Chairman of the Board, The Brand Kenya Board, Teleposta Towers  
28th floor, wing C. P. O Box 40500 00100, NAIROBI  
Email: info@brandkenya.co.ke or gaya@wananchi.com

Please indicate on top of the envelope the position you are applying for.  
Only short listed candidates will be contacted.  
Brand Kenya is an equal opportunity employer.