



VACANCY

Regional Office East Africa based in Nairobi, Kenya

Regional Marketing & Communications Officer

About the Role

The Marketing and Communications team is looking for a dynamic and highly motivated specialist to work across countries in your region. Your primary focus will be to connect and advise Agriterra staff, ensuring marketing and communication activities align with the regional context while supporting brand positioning and lead generation. The aim of the role is to implement the overarching marketing and communications strategy in the region, and related projects and tasks in alignment with Agriterra's global policies.

About Agriterra

Stichting Agriterra was founded 26 years ago by Dutch farmer cooperatives and has over the years evolved into an organisation partnering and supporting farmer cooperatives and organisations worldwide. Agriterra assists them with advice and training through peer-to-peer support in combination with locally based experts. Agriterra is organised with a head office in Arnhem, the Netherlands, and has a network of country offices spread over Africa and Asia; employing approximately 200 staff members. Agriterra is financed via donor-granted projects and programmes. For more information, visit our website www.agriterra.org.

About the job

As the Regional Communication Officer, you will join a young, diverse, and highly motivated team, with you playing an instrumental role in developing the Agriterra's international Communication Team. In this position you report functionally to the Communications Coordinator, who is based in the Netherlands, and hierarchically to the Regional Manager.

Your work will mainly take place at the regional office of Agriterra with the regional team. Occasionally you can be asked to travel for work to visit potential stakeholders, or to maintain current network.

Main responsibilities

- **Campaign Development & Implementation:** Develop and execute marketing campaigns in line with Agriterra's strategy to support partnerships and generate leads.
- **Stakeholder Engagement:** Build and maintain relationships with regional stakeholders to understand their needs, challenges, and opportunities. Plan and coordinate events, tailored to Agriterra's key stakeholders and act as a brand ambassador.

- Internal Communication: Draft and place texts and user-friendly manuals/templates for internal communication (SharePoint, Workplace) and build the awareness among new (and current) employees about the communication department as well as the use of templates, corporate identity, social media etc. Maintain well-organised marketing and communication archives and distribute it to those involved Identify needs and develop solutions.
- Editorial & Multimedia Production: Edit and publish videos, films, and promotional materials. Train colleagues in design software and content creation tools.
- And other tasks such as content creation and optimization, brand stewardship, and project coordination.

What do you offer?!

- College level of education in the domain of Marketing & Communications;
- At least 2 years of experience in a marketing, communications, and/or branding;
- Demonstrable editorial experience and editing skills (e.g. InDesign, Premiere Pro);
- Exceptional English communication skills, both written and verbal, with the ability to produce and direct professional copy. Additional other languages are welcome in our international organisation.
- Knowledge of tools like Photoshop, Canva, and MailChimp, as well as basic HTML and CSS skills, is advantageous.
- Experience in web design, web optimisation, and SEO is a plus.
- A proactive, entrepreneurial mindset with a strong sense of curiosity.
- Flexibility, creativity, and excellent teamwork skills.
- Proven ability to manage deadlines effectively.

What do we offer!

- An international, ambitious, and purpose-driven work environment;
- A salary that is based on experience, between 90.000 and 160.000 KES gross per month;
- Developmental opportunities (e.g., yearly educational fund);
- Additional benefits respecting the country's legislation and Agriterra's HR Policy.

Interested?

Send an email with your CV and cover letter to vacancy@agriterra.org to the attention of Nicola Schoeman, Communications Coordinator, with the job title 'Regional Marketing and Communications Officer' in the subject of the mail.

If you require further information, do not hesitate to contact us via the e-mail.