

JOB APPLICATION

Terms of Reference (ToR) – Communications Officer

Background

Desire Youth Initiative (DYI) is a women and youth-led Community-Based Organization operating in Kilifi County Kenya, seeking to advance gender and social justice by preventing and mitigating rights violations and abuse of women and girls through equal access to opportunities and information. The organization aims to create a society that empowers women and girls, upholds and protects their fundamental rights and freedoms. DYI focuses on promoting and protecting the rights of women and girls by ensuring equitable access to opportunities, information, and justice, while working to prevent and respond to gender-based violence and discrimination.

To effectively deliver on this mandate, strategic, ethical and high-impact communication is essential. DYI works across sensitive and high-stakes areas including SRHR advocacy, community mobilization against femicide, and gender-based violence response. Communicating this work requires accuracy, responsible storytelling, audience-specific messaging, partnership visibility, digital engagement, media relations, campaign coordination and impact documentation. Engaging a dedicated communications professional will enable DYI to amplify community voices, strengthen advocacy campaigns, enhance stakeholder trust, increase donor and partner engagement, protect narrative integrity, and ensure that social impact is translated into compelling, ethical and actionable communication that drives change, mobilizes support and expands the organization's reach and influence nationally and globally.

Communications Officer

- ❖ Location: Prison rd, Kilifi County, Kenya
- ❖ Duration: 12 months (renewable annually based on performance and funding)
- ❖ Reports to: Executive Director
- ❖ Position: Full time | on-site

Purpose of the Role

The Communications Officer will lead DYI's communication and advocacy efforts, ensuring effective visibility, branding, and documentation of impact stories.

Key Responsibilities

- Develop and implement a communications strategy.
- Manage DYI's social media and website content.
- Document project activities through photography, videography, and storytelling.
- Produce newsletters, press releases, and other communication materials.
- Strengthen relationships with media and stakeholders.
- Support advocacy campaigns and public engagement.

Qualifications & Experience

- Bachelor's degree in Communications, Journalism, Public Relations, or related field.
- Minimum 2 years' experience in communications for NGOs.
- Proficiency in multimedia production and content creation.
- Strong writing, editing, and presentation skills.

General Provisions

- Position requires high integrity, teamwork, and commitment to DYI's mission.
- Contracts are renewable subject to performance and availability of funds.
- DYI is an equal opportunity employer and encourages applications from qualified candidates regardless of gender, age, or background.

Interested candidates are invited to submit their cover letter, CV and portfolio (links to previous works) to jobs@desireyouth.org by **10th January 2026**, with the subject line "**Job Application.**" Only shortlisted candidates will be contacted.