



Communications Officer- Digital
Location: Nairobi, Kenya
Job Reference: COMM/CIEA/07/2025

AGRA and its Work

AGRA is an African-led institution that actively supports the drive towards inclusive agricultural transformation and sustainable food systems. We do this by empowering the continent's 33 million small-farming households to transform their agriculture from a struggle to survive to profitable businesses. The continent's farmers regularly face challenges, and we aspire to provide uniquely African solutions that respond to their agricultural and environmental challenges, leading to increased harvests for reduced hunger and more income.

Working in alignment with the development priorities of our focus countries, we enable farmers to access improved and high-yielding seeds, gain knowledge on sustainable farming, and link to profitable markets. In our work, we aspire to build the alliances, partnerships, and networks required to drive an inclusive agricultural transformation. We work with our partners to create an equitable, youth-friendly environment that harnesses the youth dividend on the continent to drive growth and facilitate open employment opportunities for young women and men. We achieve our key objectives through a focus on the following four areas of intervention:

1. Policy and state capability - We support governments in creating an enabling environment for private sector involvement in agricultural transformation.
2. Seed systems – We trigger higher productivity by increasing the availability and access to improved seeds by farmers, allowing them to increase their harvests for food security and better incomes.
3. Sustainable farming – We support farmers in building resilient farming systems for sustained high yields through interventions such as mechanization and irrigation.
4. Inclusive markets and trade – We work to increase the linkages between farmers and other market actors for a positive, sustained cycle of commercialization and reinvestment.
5. Youth, Gender, and Inclusiveness – We enable women and youth to contribute to and benefit from agriculture for their economic empowerment.

Implementing Our New Strategy Through People

People are the heart of our organization and remain the true drivers of our delivery and our impact.

We work with incredible people and partners who have roots in farming communities across the continent, combined with an inclusive and diverse workforce from over 24 nationalities. Our commitment to a call to action goes beyond ourselves as we arise to catalyze African Food Systems' transformation by being *Deeply collaborative, Executing Excellently, Sincerely Constructive, and Increasingly Entrepreneurial*, aligned with our values of (I-RISE; Integrity, Respect, Innovation, Stewardship, and Equity).

We are looking for people who are passionate about Africa to join our innovative, growing, and multidisciplinary team. Together, we can grow Africa's food systems by improving the livelihoods of smallholder farmers. Want to join us?



The Position

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The Communications Officer - Digital will contribute to AGRA's Strategic Communications function, focusing on the execution of brand, business lines, and platform activities in order to achieve a favorable stakeholder experience and engagement through the implementation of AGRA's brand and sub-brands plans, tracking and measuring reach, influence, and impact.

The ideal candidate will work cross-functionally to support consistent execution of key brand and platform narratives, messages, and engagements to achieve a positive partner satisfaction score across our key stakeholders as defined by AGRA's Strategy 3.0. Additionally, the role will oversee the platform content plans as designed by the brand DNA through applied elements, deliverables, and activities.

Key Duties and Responsibilities:

- Lead in execution, tracking, and reporting of Communications, Innovations, External Engagements, and Advocacy (CIEA) plans for Business lines, platforms, and brand to achievement of CIEA goals.
- Enhance brand identity through the creation and dissemination of brand and sub-brand messages across digital assets to achieve the desired impact and positioning.
- Contribute to the development of core brand key messages for AGRA brands.
- Contribute and manage the brand and business lines stakeholder key customers and leverage these for reach and influence.
- Contribute to and support the implementation of brand processes and systems across institutions to ensure a timely response to in-house clients.
- Implement approved strategic Point-of-View (POVs), audits, content matrices, content models, journey maps, and taxonomies.
- Monitor web/ analytics and content trends in service of Communications & Advocacy objectives.
- Regularly track and report emerging risks across multi-media platforms and report findings in the unit's rhythm of review.
- Review and respond to internal and external stakeholder requests, establishing an effective traffic management system and timely respond.
- Establish and maintain strong working relationships with internal and external stakeholders to ensure efficient delivery of tasks on time and in full.
- Monitor competitive landscape for opportunities to leverage and gaps to address.
- Contribute to the identification of key stakeholders to leverage and partner with to scale AGRA's work and ambitions.
- Contribute to the collection, storage, and retrieval of brand briefs, brand collaterals, and brand assets to improve access, re-use, and re-purpose.
- Initiate brand briefs, share approved brand briefs with external suppliers, and ensure assignments are fully implemented and actions are followed up.
- Lead implementation of CIEA brand annual work plan activities on time and in-full.



- Enhance the growth of an online community by tracking engagement and identifying champions to leverage our advocacy efforts.
- Creation and maintenance of an effective content calendar
- Monitor online brand experiences and report on favorable and unfavorable experiences
- Ensure procurement and grant guidelines are followed on time and in full.
- Ensure all activities are initiated on time and within budgetary guidelines

Key Qualifications and Experience Required:

- Degree in Marketing, CIM, Business, or any related field.
- Any additional professional qualifications in Digital Media Communications or project management will be an advantage.
- Extensive experience in Digital marketing with a bias to public good advocacy.
- Experience with digital management systems and various online measurement platforms and tools.
- Experience using the latest technology tools to measure brand equity.
- Solid working knowledge of new media and agricultural transformation theories is a must-have.
- Solid understanding of brand management and multi-media management.
- Adept and in-tune with new brand theories, media tools, and technologies.
- Must be able to work in close collaboration with staff and partners from a multicultural background
- Results-oriented, accountable, proactive, and able to work on behalf of AGRA with a wide range of stakeholders.
- Strong analytical skills with attention to micro details.
- Agile and flexible, and entrepreneurial mindset.
- Ability to translate program-based concepts into effective, innovative solutions.
- Knowledge of Food systems transformation and/ or economic development pillars.
- Ability to drive content strategy while collaborating closely with cross-functional teams, partners, and organization leaders.
- Must be analytical and good with numbers.
- Working knowledge of newsroom and agency client service systems.
- Good command of written and spoken English (French is an added advantage).
- Knowledge of working with or in multi-lateral or bilateral organizations.

If you believe you are the right candidate for this position, kindly submit your application with a detailed CV (including your e-mail and telephone contacts) to recruit@agra.org. Please quote the job reference number **COMM/CIEA/07/2025** in the subject line of the application email.

Applications must be received on or before 18th July 2025. Only shortlisted candidates will be contacted.

For more information on AGRA, visit www.agra.org.

AGRA is an Equal Opportunity Employer