Candidate Brief

Development Communication Specialist

CABI Kenya

March 2016
CABI BACKGROUND

CABI (www.cabi.org) is a not-for-profit development-led organization supported by a solid scientific research base and a world class publishing service. Our mission is to improve people’s lives worldwide by providing information and applying scientific expertise to solve problems in agriculture and the environment. Our work increases food security and protects biodiversity.

We have over 500 staff based in 16 countries. We have offices in Brazil, China, Ghana, India, Kenya, Malaysia, Pakistan, Switzerland, Trinidad & Tobago, the UK and the USA.

CABI is an intergovernmental organization that can trace its origins back to 1910. Our mission and direction are influenced by government representatives from our 48 member countries who help guide the activities we undertake. These include scientific publishing, development projects and research, and microbial services. We are also leading a major new initiative, Plantwise, which aims to improve food security and the lives of the rural poor by reducing crop losses.

CABI’s Knowledge Business
We produce key scientific publications for the global research community, including CAB Abstracts, the world-leading database covering agriculture and environment, and Global Health - the definitive bibliographic database for public health information. We also publish multimedia compendia, books, eBooks and full text electronic resources aiming to further science and its application to real life. Our Knowledge Business also supports our international development mission with the creation of innovative information solutions and appropriate technologies to transfer knowledge to farmers and extension workers. Behind each of our products is a team of subject specialists committed to delivering the most relevant and authoritative information to users worldwide.

Development projects and research
Our staff research and find solutions to agricultural and environmental problems. We use science, information and communication tools to help solve issues of global concern. Our work is arranged around four core themes:

- **Commodities** – we work to enable smallholder commodity farmers to compete in global markets. We diagnose and control plant pests and diseases, and help farmers get a better price for their crops. We work on crops such as coffee, cocoa, wheat, rice and cotton.
- **Invasive species** – we are helping to reduce the spread and impact of invasive weeds such as Japanese Knotweed, water hyacinth and insects such as coffee berry borer and cocoa pod borer. We also advise countries at a policy level about agriculture, trade and the environment.
- **Knowledge for development** – we work with farmers, extension workers, researchers and governments to deliver agricultural knowledge and develop communication strategies and systems.

Microbial services
We manage one of the world’s largest genetic resource collections, the UK’s National Collection of Fungus Cultures. We conduct microbiological identifications, provide cultures for sale, and offer preservation and consultancy services. We are also screening our collection, looking for natural products such as antibiotics, vitamins and enzymes.

Plantwise
Plantwise is a global programme, led by CABI, to increase food security and improve rural livelihoods by reducing crop losses. Sustainable networks of local plant clinics provide farmers with practical plant health advice, reinforced by the Plantwise Knowledge Bank, an online gateway to plant health information. Working in close partnership with relevant actors, Plantwise strengthens national plant health systems from within, enabling countries to provide farmers with the knowledge they need to lose less and feed more. www.plantwise.org
THE ROLE

Job title: Development Communication Specialist, Kenya
Salary range: Negotiable but commensurate with Skills, Abilities and Experience
Grade: T.B.C. (3 years Initial contract with possible extension)
Reporting to: Deputy Director, Research with dotted line to Global Director, Marketing and Communications
Direct reports: TBC
Key peer group: Project Managers, Corporate Communication Officers, M&E Officers
Location: Nairobi, Kenya

Purpose of the role

CABI Africa implements a portfolio of development communications projects that aim to deliver positive social change amongst development stakeholders including: farmers, public and private extension, policy and decision makers and the private sector. The Development Communications specialist role will be to lead and contribute to activities in the Africa Soil Health Consortium and associated projects including:

• Coordination of scale-up campaigns that use multiple channels to reach farmers from hands on extension approaches to ICT and print based mass communication methods;
• Implementation of advocacy activities;
• Coordination of participatory development of materials for use in the different channels including print, video, SMS etc.
• Support action research to test communications
• To manage projects and support fund-raising where appropriate.

Key Accountabilities

• To work with project teams and partners to plan and implement development communications activities that support positive social change.
• To engage with partners and coordinate consultants involved in development of communication products, over-seeing the quality of design, accuracy of content and its suitability for target audiences
• To implement work in a learning environment and contribute to implementation of research designed to test assumptions and communication hypotheses
• To write high-quality journal papers, conference presentations and other technical outputs based on the work implemented
• To manage project activities, network and engage with project partners
• To contribute to project communications that raise the profile of the project including contributions to blog, newsletter and promotional materials.
CANDIDATE PROFILE

Qualifications and language skills

- At least MSc/MA and preferably PhD in Development communications or associated subject with understanding how to apply skills in a development context.
- Fluency in English essential - French would be a benefit.

Previous experience

- At least 10 years’ experience working in research and development projects in developing countries – preferably Africa.
- Demonstrated experience in implementing diverse strategies and techniques for reaching hard to reach audiences with complex information, making it accessible to people with different languages, agricultural knowledge, literacy levels and cultures.
- Understanding of different channels of communications that operate in developing countries including ICT approaches such as radio, TV, mobile etc.
- Leadership skills: Ability to influence and build relationships with senior internal and external project stakeholders.
- Understanding of gender issues in a development context and how this influences implementation of communications activities.
- Experience in producing or coordinating production of communication products describing technical messages for use in a range of delivery channels.
- Resource management experience, covering the delivery of financial targets and budgets.
- Publication record reflecting learning approach to development communications.

Personal characteristics

- Excellent communicator: Articulate, persuasive and confident; provides clear, concise verbal and written communications.
- Offers views and opinions to enhance discussions at all levels and can make decisions. Openly communicates in an enthusiastic and motivated manner.
- Good at networking and already has strong networks with communications and development partners working in development contexts.
- Excellent planning and time management skills.
- Excellent project management skills.
- Able to plan, implement and manage communications research.
- A team player, with strong interpersonal and communication skills.
- The ability to articulate scientific concepts effectively to technical experts and non-experts.
- Strong cross cultural awareness, able to work effectively with diverse working styles across many countries.
- Highly self-motivated and driven to achieve results.
- Robust with the operational grip and capacity to handle a demanding workload, including considerable travel.

NOTE
This job description is not intended to be exhaustive. It is expected that the post holder and CABI will adopt a flexible attitude and accept that the duties may have to be varied according to circumstances, in particular changing corporate requirements and individual development needs.
EQUAL OPPORTUNITIES

CABI is an equal opportunities employer and welcomes applications from candidates irrespective of age, gender, race, colour, nationality, ethnic or national origin, disability, religion, sexual orientation or marital status. No applicant will be disadvantaged by conditions which cannot be shown to be justified and selection will be based on merit.

By taking the CABI Equal Opportunities Survey you will be helping us to follow best practice recommendations that employers should monitor selection decisions to assess whether equality of opportunity is being achieved. Please follow the link to take the survey.

(If the link does not work please cut and paste the following URL into your web browser http://www.surveymonkey.com/s/CABI_Equal_Opportunities_Survey)

The information in the survey will be treated as confidential and used for statistical purposes only, forming no part of the selection process. This information will be received separately from your application.

HOW TO APPLY

To apply please send the following to recruitment@cabi.org quoting job reference 03/2016 and stating where you saw this post advertised;

1) a detailed covering letter describing how you meet the candidate profile, and to include details of your current remuneration;
2) a full Curriculum Vitae
3) the names and contact details of three referees, one of whom must be your current or most recent employer – referees will not be contacted without your prior permission.

Please note closing date for receipt of applications is 5pm GMT Friday 22 April 2016