



Communications Director

Candidate Pack

Seeking an ambitious top-performing communications leader for a key role in Gatsby Africa, a high-impact organisation committed to transforming high-potential sectors in East Africa.





Rockspings Fish Farm Ltd. - A GA partner organisation in Tororo, Uganda

About Gatsby Africa

Gatsby Africa (GA) is a private foundation set up by Lord David Sainsbury, with a long history of engaging in East Africa across government, business and society. We are committed to building stronger inclusive economies in East Africa through the transformation of key sectors, working in partnership to catalyse and demonstrate sector transformation across the region. This is our purpose, the reason we exist.

We are strongly aligned to the region's aim for rapid economic growth that is ambitious in its scope and driven by sectors which are environmentally sustainable, can sustain growth and competitiveness in the long-term, whilst creating employment opportunities for large numbers of the population.

We currently operate across a diverse range of sectors across Kenya, Rwanda, Tanzania, and Uganda - Commercial Forestry, Aquaculture, Textiles & Apparel, Livestock, Water and Tea. Our portfolio puts us in a strong position to deliver meaningful levels of impact for millions of people in the region, and strengthens our ability to generate and share our learning with others.

How we work

Gatsby Africa is strongly focused on the commercial drivers of the sectors we work in. We think first and foremost about commercial realities, about what will drive competitiveness and investment, and building this as the platform for real change – rather than thinking too idealistically about impact.

We are pragmatists and doers, and we like to work quickly and nimbly. We are lucky to have good levels of long-term funding from Lord Sainsbury.

Our team structures tend to be flat and dynamic. This gives us the ability to be flexible and adaptive, and we can use any tools that are appropriate, from direct investment into business to technical assistance and research. With this flexibility, we empower team members to be entrepreneurial and to themselves identify and drive opportunities in the sector.



The Gatsby Africa Team

The Gatsby Africa team consists of 120+ employees of 8+ nationalities. 89% of Gatsby Africa employees are based in East Africa. Most of Gatsby Africa's sector transformation staff come from the private sector, including some of the leading management consultancies and businesses in the region such as McKinsey & Company, Deloitte, PwC, Open Capital, Adam Smith International and Unilever.

Purpose of the Role

- Reporting to the Executive Director, the Communications Director will oversee our internal communications and broader corporate external communications.
- The Communications Director will act as a senior sounding board for the Executive Director (ED) and Senior Management Team (SMT) and support programmes to think through their strategic communications.
- They will ensure we have the right communications resources and capacity in place, and work to ensure that all members of staff feel enthused about their own roles as strategic communicators and are empowered to deliver.
- Externally, the Communications Director will support us to deepen our understanding of the sectors we operate in and our positioning within them, so that we can communicate consistent and persuasive messages that will resonate with our core audiences - to ultimately catalyze change and influence our key stakeholders.
- Very few organisations have the long-term mandate, flexibility, and risk appetite to aim as high and transformative as we aspire to. We seek to communicate our impact, influence and change how others operate - whether they are national governments, investors, peer organizations etc.
- We seek an innovator, an agent of change, a collaborator, someone who will listen to and understand the organisation, ensure high professional standards and delivery, and someone prepared to work collaboratively to help us achieve success.





Job Description

Job Title: Communications Director

Reports to: Executive Director

Direct Reports: 2 Senior Communications Managers (Tanzania-based and Kenya-based); 2 Communications Managers (London-based).

Location: Kenya or the United Kingdom with frequent travel to East Africa.

Key Role Responsibilities

1. Positioning communications as a key strategic function within GA.

- Develop a broad vision for communications within Gatsby, covering how effective communications will support us to meet our strategic objectives and our organisational development goals.
- Develop long- and short-term strategies in partnership with internal and external stakeholders to communicate key messages and implement plans via internal channels, social media, external communications agencies, etc.
- Support the Executive Director, Senior Management Team and wider Leadership Group to review communications needs and resourcing across the portfolio, and ensure we have the right internal and external capacity in place.
- Stay up to date with the industry, innovate communication practices, adopt new technologies and AI tools to achieve greater impact.



2. Leading internal communications work to ensure staff are informed, inspired and engaged.

- Provide expert strategic internal communications advice to support the Executive Director and the Senior Management Team – including on communication with our Executive Board, Trustees and David Sainsbury.
- Drive innovation in our internal communications, bringing in ideas and developing creative ways to inform, inspire and engage staff. Oversee and continuously monitor and improve the effectiveness of internal communication channels.
- Work closely with colleagues to embed our culture, core values and employee value proposition to inspire staff to take ownership. Implement the right strategies for the right stakeholders, by balancing online/offline communication channels and outputs.
- Support the sharing of learnings across GA.



3. Supporting GA's external communications to ensure GA's identity and voice are consistent, compelling and impactful

- Be part of the team in GA that formulates and thinks through our strategy for external engagement to ensure the communications strategy is supportive and aligned to our overall objectives.
- Provide leadership and management of the communications team to ensure the content and design of our corporate communications materials (including our website) resonate with our target audiences and reflect our desired positioning.
- Lead on the review and setting of standards and guidelines regarding use of the GA brand and style, and set broader standards and policies on external communications.
- Bring in ideas to keep our approach to external communications fresh and relevant.
- Assist the Executive Director and other staff working on partnerships through supportive communication materials and supporting external engagement where required.



4. Lead the Communications Team

- Provide technical expertise, oversight, and leadership of the communications team, ensuring a high-performing team with an open learning culture.
- Oversee GA's response to critical communications and PR related matters, taking on key roles in relevant response teams e.g. crisis management team
- Provide mentoring and coaching to all Communications Team colleagues to support their delivery and professional development, including line management of direct reports.
- Develop and manage the annual People budget and workplan.

5. Member of the GA Leadership Group (LG)

- The Communications Director will help ensure effective two-way communication between the leadership and other staff. As member of the Leadership Group, they will enable (i) collective and consistent leadership from GA's leaders; (ii) GA to listen and communicate more effectively; and (iii) peer-to-peer support and the sharing of expertise across GA.
- They will lead on gathering agenda ideas from the LG and ensuring non-SMT members volunteer as part of the organising committee for in-person off-sites.
- Champion being an effective role model, and providing cohesive leadership, in a collegiate style, in a culture of sharing and learning.
- They will drive innovation and change, while creating a platform for staff growth, innovation and empowerment.

Person Specification

Personal Attributes

- A natural strategist – someone who intuitively thinks strategically – able to naturally be audience centric and shape effective influencing
- Strong communicator – able to engage, lead and inspire confidence
- Empathises with GA's mission and values and brings both a commitment to African development
- A genuine team-player with strong listening, influencing and negotiating skills.
- Ability to deal well with complexity and ambiguity, including excellent flexibility and adaptability.
- Excellent emotional intelligence, including listening and empathy, and the ability to develop highly collaborative business partnering relationships.
- Maintains high performance and demonstrates resilience when operating in a fast-paced professional service environment.
- Demonstrates strong sense of delivery – ensuring things get done to a high standard and who holds themselves and their team accountable
- Shows an understanding and appreciation of working across different cultures.
- Integrity and professionalism, setting and demonstrating the highest ethical and moral standards and a strong sense of personal accountability.



Knowledge, Experience & Qualifications

- Extensive leadership of integrated internal and external communications strategies with a deep understanding of African audiences.
- International communications experience spanning stakeholder engagement, media relations, and brand management.
- Strong experience as a trusted adviser to senior leadership and boards on executive communications and organisational positioning.
- Proven ability to influence stakeholder behaviour and decisions through evidence-led, proactive communications.
- Strong track record in change communication and change management in complex, multi-country organisations.
- Skilled at building high-performing, inclusive, cross-cultural teams; experienced in line management, mentoring and developing colleagues, and in raising communications capability across the organisation.
- Skilled at capturing and translating programme expertise into credible content and thought leadership.
- Exceptional research, synthesis and writing skills, able to distil complex ideas for diverse audiences.



How to Apply

If you meet the criteria outlined above and would like to apply for the role, please do so here: <https://shortlist.thriveapp.ly/job/64>

The deadline for applications is Friday, 19th September 2025, although we may close this vacancy earlier if we receive a high volume of applications.

Diversity, Equity And Inclusion

Diversity, equity and inclusion are central to Gatsby Africa. We are committed to treating all employees and job applicants fairly, equally, and no less favourably than anyone else. We recognise, respect and value diversity and the benefits that difference can bring to our organisation.

Safeguarding

We are committed to protecting children and vulnerable adults from any harm when engaging with Gatsby Africa or its partners, and we expect all our staff to abide by our safeguarding policy.



A GA staff member visiting an NFC sawmill in Namwasa, Kassandra district, Uganda

Our Values

We have established a set of core values that serve as the foundation for the culture we strive to foster.

Dream

Ambitious - We are deliberately ambitious – seeking transformational change and creating sectors of the future.

Innovative - We are innovative- prepared to take calculated risks and pioneer innovations with our partners to achieve our aims.

Discover

Empathy - We work with empathy and humility, knowing that we can only be successful if others own the solutions.

Learning - We always seek to learn - always curious to understand why things do or do not work.

Deliver

Collaborative - We are a collaborative organisation – knowing we can only achieve our aims when we work with others, and we build local ownership.

Delivery - We maintain a delivery focus - holding ourselves to the highest standards and knowing that everything we do must be focused on bringing meaningful change that lasts and doing so in the most efficient and cost effective way possible.

