



Communications Manager

Candidate Pack

📍 Nairobi, Kenya





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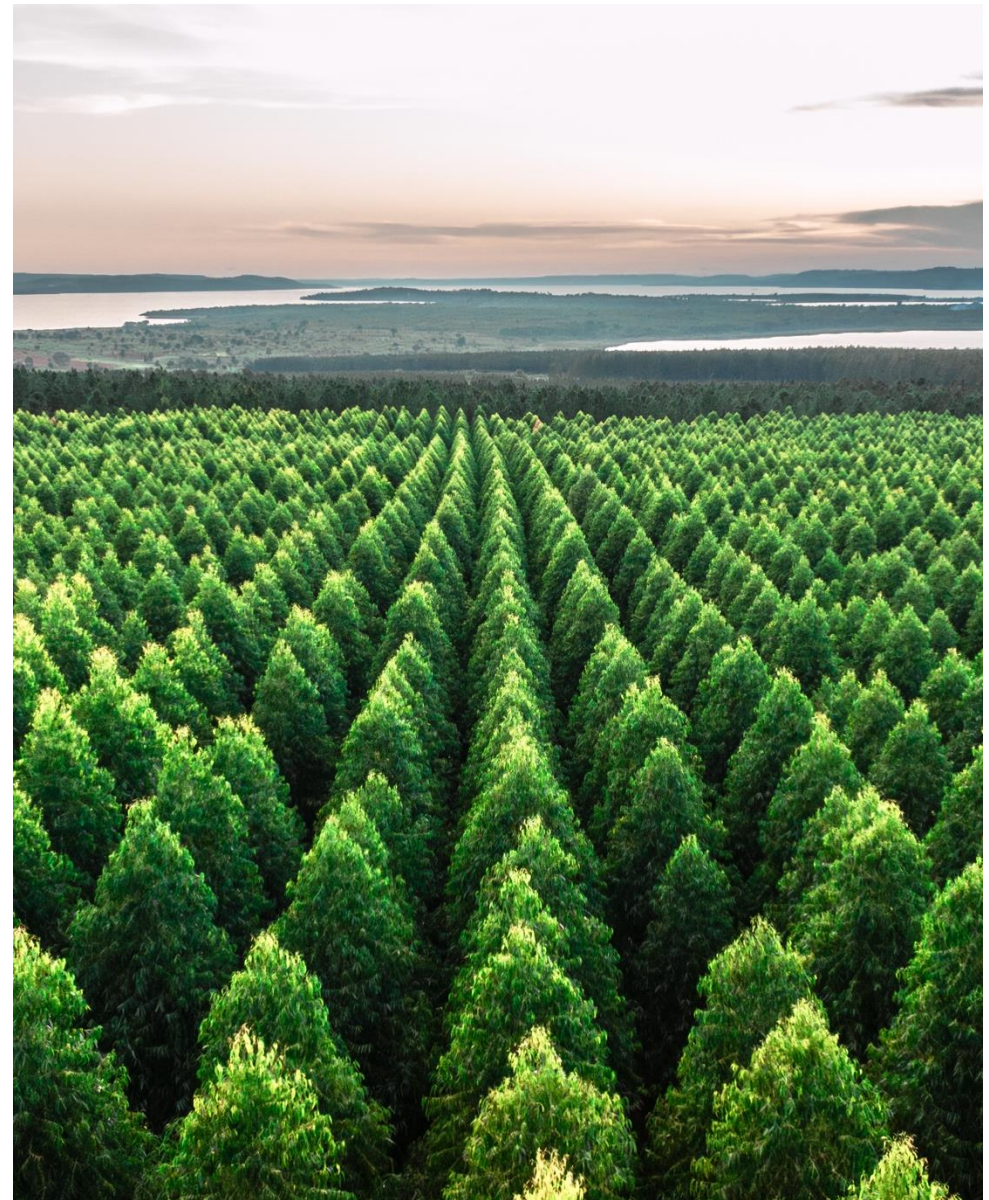
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The Opportunity

Gatsby Africa is seeking two experienced Communications Managers to provide hands-on delivery and account management across its internal, external and digital communications. Based in Nairobi and reporting to the Communications Director, the role holders will be responsible for taking the priorities of GA's Senior Management Team, sector programme teams and cross-cutting functions and turning them into clear communications plans, content and campaigns. The position sits within a central Communications team that operates much like an in-house agency serving GA's sector-focused portfolios, requiring individuals who can build credible relationships with stakeholders while producing compelling content across a wide range of formats and channels.

This is a hands-on, delivery-focused role. The role holders will act as trusted project and account managers for the teams they support, while also contributing to GA's digital presence, including its website and social media channels - with LinkedIn as the priority platform alongside a watching brief on emerging channels such as TikTok and Threads. Beyond core delivery, the Communications Managers will contribute to multimedia production, from short-form video and podcasts to infographics and thought leadership content, manage a forward-looking content calendar, use analytics and SEO to optimise engagement, coordinate external creative suppliers, and lead GA's Annual Performance Report process to bring the organisation's impact to life for external audiences.

The successful candidates will balance strong writing and content craft with disciplined project management, operate effectively across sectors and geographies, and bring credibility both internally with programme teams and externally with GA's stakeholders. They will bring energy, adaptability and a practical understanding of AI-enabled communications tools to support GA's mission across its programme portfolios.





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, supporting the region to respond to the key trends that are shaping the future.

We do this through identifying and building industries and sectors of the future - sectors that if successful will uplift many people out of poverty. This is our purpose, the reason we exist.

We currently operate across a diverse range of sectors across Kenya, Rwanda, Tanzania and Uganda - Commercial Forestry, Aquaculture, Textiles & Apparel, Livestock, Global Business Services, Bio-Based Construction and Soya - and we are continuing to assess new opportunities across manufacturing and services, in addition to agriculture.

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.

As an organisation we are very rooted in East Africa. Over 90% of our staff are based and from East Africa, and our value as an organisation is largely derived from our understanding, knowledge and expertise in the region. We combine deep sector expertise with an ability to understand and navigate the political and business context in East Africa.



How we work

We adopt an ambitious, commercial and pragmatic approach to catalysing sectors. We understand that business must make sense, and the success of sectors is driven ultimately by capable firms driving growth. We also understand that sectors operate in a local context which is complex, sometimes political, and where innovating and pioneering new transformative growth means taking risks - and that moving from pioneering firms to building broader sectors takes time and deliberate focus, building sector capabilities and supporting the government to play their role effectively.

We are set up to play this role. We are pragmatists and doers, and we like to work quickly and nimbly. We have an ability to take risks ourselves, and more importantly to support pioneer firms to take risks.

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 identify and drive opportunities in the sector.

We also recognise the important role governments play in enabling, and in some instances unlocking, growth. We believe it is only by working in partnership with entrepreneurs, established firms, investors and governments that lasting and meaningful change can be secured.

We are committed to learning from our own work and that of others, and to sharing these insights across GA and with governments, partners and investors to influence decisions and drive change. We are also externally focused, engaging in global and local debates on economic transformation and supporting governments and partners to adapt and apply lessons and best practices.



The Gatsby Africa Team

The Gatsby Africa team consists of 120+ employees of 8+ nationalities. 90% 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

The Communications Manager plays a critical role in shaping and delivering Gatsby Africa's (GA) internal and external communications in a clear, consistent and compelling way across a wide range of stakeholders and channels.

Based in Nairobi and reporting to the Communications Director, the role works closely with GA's Senior Management Team (SMT), sector programme teams and cross-cutting functions, which together operate much like an in-house agency serving GA's seven sector-focused portfolios.

This is a hands-on, delivery-focused role. The role holder will act as a trusted project and account manager for the teams they support - taking their priorities and turning them into clear communications plans, content and campaigns - while also contributing to GA's digital presence, including its website and social media channels.

The role requires an individual who can balance strong writing and content craft with disciplined project management, operate effectively across sectors and geographies, and bring credibility both internally with programme teams and externally with GA's stakeholders.



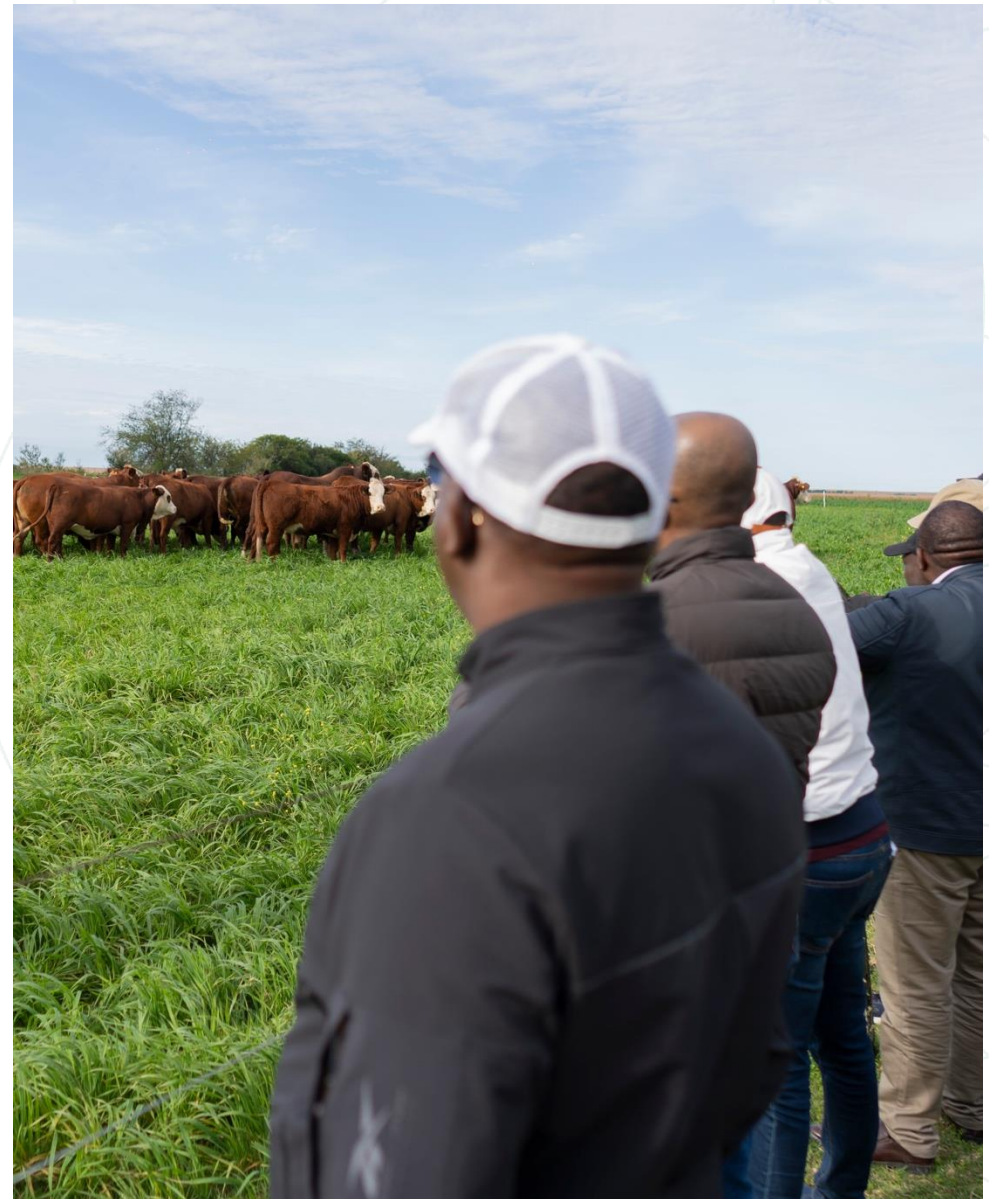
Scope of the Role

Gatsby Africa is appointing two Communications Managers under a shared responsibility structure. Both role holders will:

- Hold full accountability across internal, external and digital communications, working closely with GA's Senior Communications Managers to deliver the organisation's overall communications plan.
- Act as day-to-day account managers for assigned programme teams - taking their needs, turning them into scoped communications projects, and delivering against a shared workplan (GA uses Monday.com to manage communications traffic and briefings).
- Contribute to multimedia production, from short-form video and podcasts to infographics and thought leadership content.
- Manage a forward-looking content calendar, using analytics and SEO to optimise engagement.
- Coordinate external creative suppliers, including procurement.
- Lead GA's Annual Performance Report process to bring the organisation's impact to life for external audiences.

Day to day, one postholder is likely to take the lead on social media and website management, with the exact split of responsibilities agreed with the successful candidates based on their individual strengths and experience.

The postholders will need to balance creative content production with rigorous project delivery, bringing energy, adaptability and a practical understanding of AI-enabled communications tools to support GA's mission across its programme portfolios.





Key Role Responsibilities

Internal Communications

- Contributing to an annual internal communications plan, with support from the Communications Director, in line with GA's overall communications strategy.
- Ensuring organisational initiatives are communicated to staff clearly and consistently.
- Engaging with GA's external research partner on the Annual Staff Survey and supporting the SMT in following up on findings and reporting back to staff.
- Working with programme teams to distil technical information and package it for internal communications channels.
- Creating internal communications materials that engage and inspire staff, including content built around GA's values and approach, e.g. staff interviews, Workplace posts, newsletters, blogs, case studies.
- Coordinating senior management updates (video/audio) and all-staff townhalls.
- Supporting teams in preparing and producing presentations and supporting presenters to enable knowledge-sharing across the organisation.
- Keeping content on internal platforms current and supporting staff to create and share materials that facilitate learning.



External and Digital Communications

- Owning and continuously improving GA's website, ensuring content is current, engaging, audience-focused, and aligned to organisational priorities and brand standards.
- Leading GA's social media presence -particularly LinkedIn -while exploring and advising on other relevant platforms (e.g. TikTok, Threads) to grow engagement with GA's stakeholders.
- Developing and maintaining a forward-looking content calendar aligned to organisational priorities, campaigns, and programme milestones.
- Producing and curating high-quality content across formats: social posts, blogs, case studies, newsletters, presentations, videos, podcasts, infographics and thought leadership pieces.
- Translating complex programme and research content into compelling, accessible storytelling for diverse audiences.
- Monitoring, analysing and reporting on website, social and media performance, using analytics and media monitoring to continuously improve impact and engagement.
- Optimising content and channels using data-driven insight and SEO best practice.
- Managing the GA Annual Performance Report process -distilling input from programme teams into a document that brings GA's impact to life for external audiences.
- Providing communications support to GA and partner institutions on sharing learning and fundraising efforts.



Multimedia and Creative Content

- Supporting the creation of multimedia content, including short-form video, podcasts, photography and infographics.
- Coordinating and managing relationships with external creative suppliers - designers, photographers, videographers, developers and agencies -including procurement.
- Supporting the production of high-quality communications materials for events, launches and campaigns.

Project and Stakeholder Management

- Acting as day-to-day account manager for assigned programme teams: taking their needs, turning them into scoped communications projects, and delivering against a shared workplan (GA uses Monday.com to manage comms traffic and briefings).
- Taking ownership of specific communications projects end-to-end, coordinating input and making recommendations for future action.
- Carrying out research and preparing reports on communications topics to inform senior management decision-making.
- Managing multiple concurrent projects and priorities in a small, fast-moving team -including pitching in on ad hoc or operational tasks (e.g. event logistics, travel bookings) as needed.



Supporting the Communications Function

- Supporting the Communications Director in the ongoing development and refinement of GA's communications strategy.
- Providing communications support for organisational change management and crisis communications as needed.
- Tracking and measuring the performance of all communications activity and producing impact reports for the SMT.
- Editing and proofreading key internal and external materials, ensuring consistent formatting and a professional standard throughout.
- Maintaining a forward-looking calendar of communications activities across the team.

Person specification

Experience & Education

- At least 5 to 10 years' relevant experience in communications, marketing, or a related field -this is not an entry-level role.
- Experience gained in a communications or marketing agency, or in a large, complex or high-profile organisation, is strongly preferred.
- Demonstrated experience managing digital channels, including website content management (WordPress or similar) and social media, particularly LinkedIn.
- Experience developing and delivering integrated communications activities and campaigns across multiple channels and audiences.
- Experience supporting senior leaders with strategic communications, messaging and stakeholder engagement.
- Familiarity with media and social monitoring, measurement and analytics to evidence communications impact.
- Practical understanding of how AI tools can support communications work -for example drafting, research and content production -with enthusiasm to keep learning in this space.
- Comfortable with content creation and basic multimedia coordination (video, podcasts, graphics); hands-on production experience is a strong advantage.
- Experience working in Africa within a private sector, public sector or international development context is desirable.
- Degree-level education or equivalent professional experience, with an exceptional standard of written and spoken English.



Key Competencies

- Strong project and account-management skills, able to manage multiple concurrent workstreams for different internal “clients”, anticipate interdependencies and consistently deliver to deadline. Experience with project-management tools such as Monday.com is an advantage.
- A confident, credible relationship-builder who can work as a trusted partner to senior stakeholders and constructively challenge them -including proactively suggesting new platforms, formats or approaches.
- Good working knowledge of digital communications and social media, comfortable managing LinkedIn day to day with a genuine interest in emerging platforms such as TikTok and Threads.
- Excellent written and verbal communication skills, with the ability to translate complex or technical information into clear, compelling, audience-centred messaging.
- Skilled at identifying and leveraging opportunities to improve reach, engagement and impact through data-driven insight, new channels and emerging tools including AI.
- Excellent planning and organisational skills, able to manage competing priorities in a fast-paced, resource-constrained environment with a strong bias to action.
- Strong interpersonal and communication skills, able to build rapport quickly across a wide range of stakeholders and backgrounds, and to build consensus and drive continuous improvement.
- High levels of integrity, discretion, and judgement, maintaining professionalism and confidentiality.



Personal Attributes

- Energetic, entrepreneurial self-starter -someone who spots an opportunity and gets on with it rather than waiting to be told.
- Comfortable working at pace without close supervision; a genuine team player willing to pitch in on smaller or administrative tasks given GA's small comms team.
- Confident and resilient, with sound judgement to navigate ambiguity and push back constructively.
- Passionate about inclusive economic development and motivated by achieving meaningful impact -deep sector or technical expertise is not required, as GA's programme teams hold this knowledge.
- Strong interpersonal skills, able to build rapport quickly across a wide range of stakeholders and backgrounds.
- High attention to detail and pride in producing polished, professional work.
- Curious and adaptable, with a collaborative mindset and a willingness to challenge thinking constructively.

Desirable

- Experience working in Africa within a private sector, public sector, or international development context.
- Understanding of market systems development and sector transformation approaches.
- Experience in complex, multi-stakeholder environments, navigating politically sensitive issues.
- Basic graphic design, photography, video editing, or podcast production skills.
- Familiarity with digital analytics/reporting tools and audience growth strategies.



Our Values

Our set of core values serve as the foundation for the culture we strive to foster.

Ambitious

We aim high, think big and push boundaries, believing in our ability to effect long-term systemic change and catalyse economic transformation.

Innovative

We embrace new ideas, models and mechanisms and pioneer sector-led solutions; agile and brave, we take calculated risks, challenging existing structures and approaches.

Curious

We question and investigate, never accepting fixed assumptions or ways of working; always listening, we adopt a 'learn-it-all' mindset, pivoting and evolving in pursuit of continuous improvement.

Empathetic

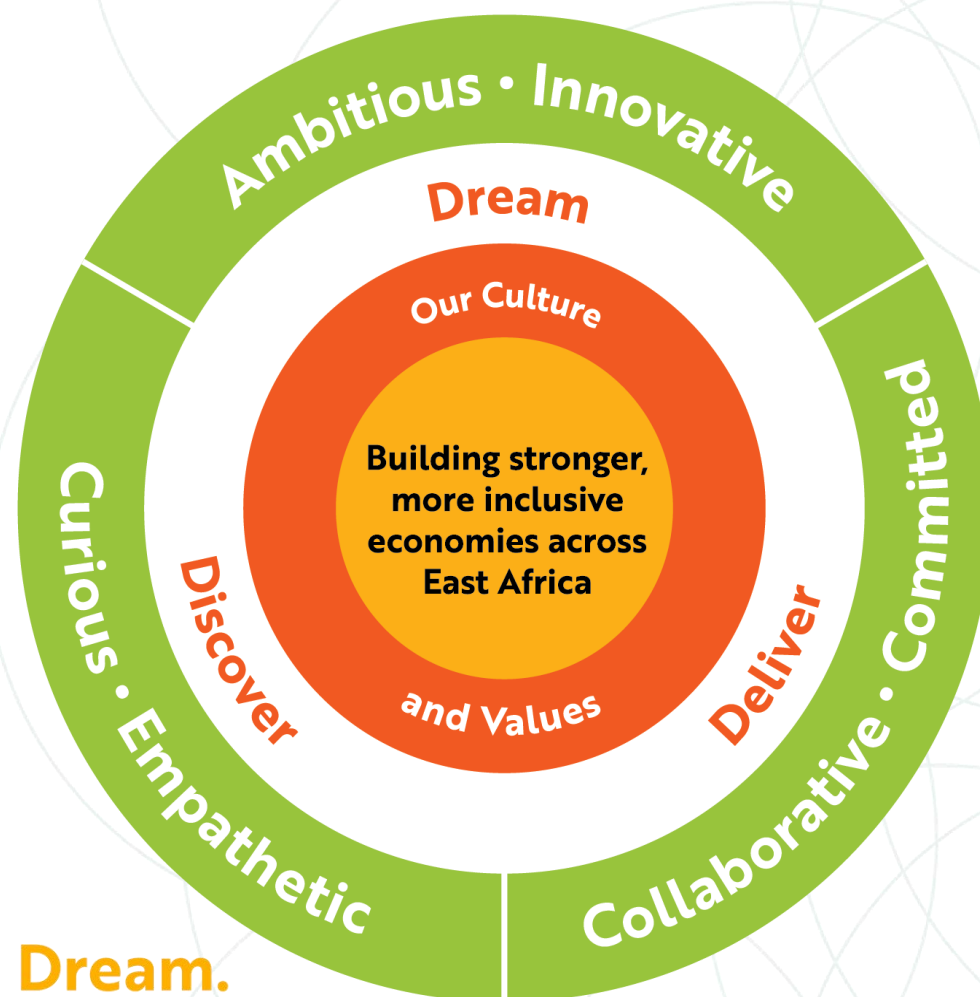
We listen deeply to others, seeking to understand their perspectives, constraints, incentives and motivations to ensure our work is targeted and informed.

Collaborative

We deliver in partnership; co-creating and convening, we work with and through others to align on shared goals, developing effective solutions together.

Committed

We are focused on delivery, combining specialist knowledge with on-the-ground experience and perseverance, with a bias for learning-by-doing to adapt and improve.



Dream.
Discover.
Deliver.

Put your vision to work

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.



How to Apply

To apply for this opportunity, please share your CV via this link: [Gatsby Africa, Communications Manager](#)

Application Deadline: 14th August 2026



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