



## TERMS OF REFERENCE

<b>Position Title:</b>	Communications Officer
<b>Recruiting Organization:</b>	IMPACT Kenya
<b>Duty Station:</b>	Nairobi
<b>Contract Type:</b>	Fixed
<b>Contracting Entity:</b>	IMPACT Kenya on behalf of UN Special Rapporteur on the rights of Indigenous Peoples
<b>Reporting to:</b>	UN Special Rapporteur on the rights of Indigenous Peoples Chief of Staff
<b>Duration:</b>	1 Year

### 1. Background Information

The office of the UN Special Rapporteur on the rights of Indigenous Peoples is the support structure and operational framework that assists the independent UN expert appointed by the Human Rights Council to promote and protect the rights of Indigenous Peoples worldwide. The UN Special Rapporteur on the rights of Indigenous Peoples is a special procedure established by the Human Rights Council, with a mandate to promote the UN Declaration on the Rights of Indigenous Peoples (UNDRIP) and relevant international human rights instruments; to examine ways and means of overcoming existing obstacles to the full and effective protection of the rights of Indigenous Peoples; to promote best practices; to gather and exchange information from all relevant sources on violations of the human rights of Indigenous Peoples; and to formulate recommendations and proposals on measures and activities to prevent and remedy violations of those rights.

IMPACT Kenya in partnership with the office of the UN Special Rapporteur, is supporting the implementation of the mandate's activities at regional and global level. To elevate the visibility and influence of the mandate, the office seeks to engage a **Communications officer** to lead a strategic and impactful communication agenda that amplifies the voice of the Special Rapporteur, broadens, engages and strengthens advocacy for the rights of the Indigenous Peoples.

### 2. Purpose of the assignment

The communications officer will play a crucial role in developing and implementing effective communication strategies to enhance the mandate's visibility, engage stakeholders, and convey key messages. This involves creating content, managing communication channels, and collaborating with internal and external partners to support the mandate's goals through:

#### a) Planning of communication strategy and agenda

- i). Develop an overall communication strategy, specifying the objectives and target groups to be reached, including considerations of relevant platforms, languages etc.

- ii). Develop an annual communications agenda, identifying the main communication needs and activities related to the Special Rapporteur's thematic reports, country and territorial visits, communications and other events and engagements

**b) Content Creation**

- i). Develop engaging and informative content for various platforms, including, and contribute to press releases, articles, and website content, as requested.
- ii). Ensure consistency and adherence to guidelines and style of the UNSRIP mandate in messaging and branding across all communication materials.

**c) Media and Public Relations**

- i). Build and maintain relationships with media representatives.
- ii). Contribute to the preparation and distribution of press releases, handle media inquiries, and coordinate interviews.
- iii). Build a network of Indigenous Peoples' organizations, support organizations, human rights institutions, NGOs and others to amplify the reach of the UNSRIP communication.

**d) Social Media Management**

- i). Manage and curate content for social media platforms.
- ii). Monitor online conversations and engage with the audience.

**e) Public Relations**

- i). Lead in the planning and execution of awareness raising campaigns to support the mandate .
- ii). Identify opportunities for media coverage and manage crisis communication when necessary.

**f) Collaboration**

- i). Collaborate and coordinate with members of the UNSRIP team, to ensure their input and review of communication products and activities relevant to their area of work.
- ii). Collaborate with graphic designers, photographers, and other professionals to create visually appealing content.

**g) Event Management**

- i). Plan and coordinate events, including webinars, outreach advocacy campaigns.
- ii). Handle logistics, invitations, and post-event communication.
- iii). Design, and or coordinate the development of event banners for social media use.

**h) Monitoring and Reporting**

- i). The Communications Officer will report to the UN Special Rapporteur on the Rights of Indigenous Peoples and, or through his appointed support staff.
- ii). Monitor the impact of communication efforts through analytics and feedback.
- iii). Prepare regular reports on communication activities and their effectiveness.

### **3. Qualifications and Experience**

- a) A Bachelor's degree in Communications, Journalism, Public Relations, International Relations, Media Studies, or a related field is required.
- b) A Master's degree in a relevant discipline will be an added advantage.
- c) At least 5 years of progressive experience in strategic communications, media relations, public information, or advocacy preferably with a human rights institution, UN agency, development organization, or NGO.
- d) Proven ability to design and implement communication and visibility strategies for advocacy or development initiatives.
- e) Demonstrated experience in media engagement, including preparing press materials and liaising with journalists and editors.
- f) Hands-on experience managing social media platforms, digital campaigns, and online community engagement.
- g) Experience in graphic design, photography, or basic video production will be an asset.
- h) Experience and familiarity with Indigenous Peoples' rights, human rights, or governance issues in the region is a strong advantage.

### **4. Skills and Competencies**

- Excellent written and verbal communication skills in English. Knowledge of French and an Indigenous or local language is an added advantage.
- Strong interpersonal and networking abilities, with the capacity to work collaboratively across diverse stakeholders.
- Proficiency in digital communication tools (e.g., Canva, Adobe Creative Suite, Hootsuite, Mailchimp, WordPress, etc.).
- Strong analytical, organizational, and time management skills, with the ability to meet tight deadlines.
- High degree of cultural sensitivity and commitment to human rights, equality, and Indigenous Peoples' rights.

### **5. Duration for assignment**

The initial contract will be for a period of 1 year, with a probation period of 3 months and the possibility of extension based on performance and availability of funds.

## 6. Recruitment Process

Interested and qualified candidates should apply by sending their CV and a motivation letter to [hr@impactkenya.org](mailto:hr@impactkenya.org) and [bfeiring@gmail.com](mailto:bfeiring@gmail.com) with the words '***SPECIAL RAPPORTEUR COMMUNICATIONS OFFICER***' as the email subject line to reach us by **19<sup>th</sup> December 2025**. Shortlisting shall be done thereafter and only shortlisted candidates will be contacted.

UN Special Rapporteur is an equal opportunity employer and seeks to employ and assign the most qualified candidate.