



Well Told Story is looking for talent to join its **Strategic Communications** team at **Well Made Strategy**

Well Made Strategy helps organizations realise their potential for positive change by promoting the power and importance of good communications - to maximise success and create impacts at scale. We accelerate the pace of that positive change by improving communications and strategy. We work with individuals, organisations and networks who can be forces for good in Africa.

At Well Made Strategy, we help commercial, philanthropic and development organizations harness the power of good communications to design better products, to shape their planning, to influence policy change, inform the national discourse, build will for social reforms, nudge entire communities towards new norms, or identify and influence key individuals. We work with clients' teams to design and plan strategies, mentor staff and improve skills.

We are looking for a curious and inspirational associate who is keen to learn new skills and share them with others. Applicants will be judged on their willingness and ability to learn rather than their particular knowledge of strategic communications. We are committed to investing time and money to train the ideal candidate.

In this role you will:

- 1. Commit to a period of intensive training, shadowing a mentor and learning Well Made Strategy's unique methodology:**
 - Show a desire to learn new skills and identify gaps where further training is needed
- 2. Independently review/create strategies for at least six clients by close of first twelve months:**
 - Independently provide strategic communications advice to clients that include academics, technical experts, ministry officials, business leaders and junior staff with varying levels of expertise
 - Call and interview clients, funders and donors at all levels of expertise and rank
 - Review client communications and provide inclusive remedial advice in a timely, logical and easy to execute manner
 - Support clients to develop realistic, implementable communications strategies that deliver measurable change
 - Lead strategy processes in excellent spoken English (and other languages if possible)
 - Write well-reasoned clear strategies and reports in excellent written English
- 3. Mentor at least six teams in the first year:**
 - Lead teams of diverse clients (international and national, skilled and unskilled, private and public sector) to successful and timely strategy execution
 - Lead and present to meetings that include ministers and programme officers, junior staff and CEOs
 - Identify client capacity strengths and gaps and design strategies to address them
 - Mentor clients in strategic communications design
 - Design and provide tailored communications training modules for clients
- 4. Bring in two new clients within the first year and contribute to bringing in four more:**
 - Strategically manage contacts and team communications to optimise all abilities, maximise work effectiveness and appeal to new clients
 - Seek out clients in both public and private sectors who share Well Made Strategy's social justice ethos
 - Self-sign clients and use existing networks to seek new business
 - Work with team to write proposals and react to sales leads
 - Use social media and the full digital spectrum – from blog posts to podcasts - to seek work and market to clients
- 5. Improve Well Made Strategy's and your own offering to clients:**
 - Engage in regular personal evaluation and improvement
 - Communicate transparently with team for maximum self and team improvement



- Identify opportunities to productise and help to productise Well Made Strategy's offering
- Identify areas of improvement for self and team
- Engage in additional training (self) where gaps and opportunities have been identified

Desired Competencies, Knowledge, Skills, Qualifications and Experience:

- Excellent verbal (English) communication skills
- Exceptional written (English) communication skills
- Fluent Kiswahili
- Experience of living, working or studying abroad
- A minimum of five years' experience of independently working in a dynamic environment
- Digitally proficient in a variety of programmes and suites
- Experience in the private sector
- Experience working with development practitioners and government
- Experience of juggling responsibilities and an understanding of logistical requirements
- Experience working with technical experts or academic researchers
- A commitment to deliver quality work on deadline
- Desire to work independently and to travel broadly
- Exemplary project management skills with a proven track-record of successful delivery
- Natural leadership skills with the ability to guide, mentor, educate and support
- A good team player and a problem solver with the ability to recognize and mitigate internal conflicts and manage relationships with external partners and clients
- Innovative thinker with strong analytical skills, curiosity and an interest in expanding his/her knowledge in the areas relevant for Well Made Strategy's success

If you feel that you, please send your CV and a letter detailing your interest to jobs@wts.co.ke by 10th August 2018, putting '**Strategic Communications Consultant**' in the subject line.