1.   Job title: Communications and Outreach Officer

Job details	
Job Title: Communication and Outreach Officer	Reports to: Secretary General
Job Grade:	
Job Type: Staff position	Type of Requisition: NPO (National Professional Officer
Direct Reports	• Information, Technology and Communication Officer and Protocol
Department: Communication	Location: Nairobi, Kenya
Employment Type: Contract	Position Type: Full – time / Part – Time

Job summary
The job holder will be responsible for promoting effective communication strategies to strengthen the seed industry, raise awareness, and engage various stakeholders including Members, Farmers, Media, and Partner organisations. Key responsibilities include managing AFSTA's online presence and social media platforms, creating original and engaging content in multiple formats, and building strong relationships with Partners, Media, and the wider seed community. The role also involves facilitating communication to support trade, innovation, and policy advocacy in the African seed sector, as well as supporting educational and outreach initiatives on seed technologies, biotechnology, and gene editing. In addition, the job holder will monitor and analyse communication and outreach activities to enhance engagement, visibility, and impact.

Roles and responsibilities

1.   Strategic planning and execution

- Develop and implement comprehensive communication and advocacy strategies that align with AFSTA's goals of promoting seed trade and food security in Africa.

- Develop/update a branding strategy with a consistent visual identity and digital presence to increase AFSTA's visibility and credibility, foster trust, and effectively represent its members and the broader seed industry.

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2. Stakeholder Engagement and Relationship Management

   a) To work and improve linkages between AFSTA and the sector stakeholder groups including, the trade Associations, Crop Life International, Research organisation and other related organisations at both national and regional levels to promote seed industry including biotechnology, regulation in line with AFSTA position papers

   b) Support the National Seed Trade Associations in their advocacy and communication needs.

   c) Organize regular expert meetings (webinars and in-person) and public outreach with global and African seed and biotech organizations to explore cooperation, share up-to-date information, and enhance customer and public understanding of policy and regulatory frameworks, as well as innovations in the sector, including biotechnology and plant breeding innovation in Africa and globally.

3. Communication and advocacy

   a) To support and enhance AFSTA's communication and advocacy capacity and represent the seed industry (AFSTA) in various development fora, improving the voice of the seed industry.

   b) Provide talking points around, seed sector challenges and opportunities and innovation within the sector, including current biotechnology, Plant breeding innovation issues and where necessary update AFSTA position papers or briefings to empower Members to effectively participate in any debate related to biotechnology.

4. Information management and content development

   a) To write and diffuse in timely manner periodic AFSTA electronic Newsletters (weekly and monthly update, quarterly E-Review and the annual Seed Magazine, and reports).

   b) Collect and collate key news and information on seed and related matters and dispatch it to AFSTA Members and stakeholders in timely manner.

   c) To be in charge of any communication (speeches and various reports such as press release) on AFSTA annual congresses and other convenings.

   d) In collaboration with the IT Officer, to ensure that contents are regularly shared on AFSTA website and social media platforms so that they are powerful tools for advocacy and communication and contains updated seed and seed related information so that AFSTA becomes a reference point for the seed sector in Africa.

5.	Policy influence and alignment
	e) Enable the National Seed Trade Associations to become proficient in advocation for seed innovation options including biotechnology options, supportive seed policies and regulations , as far as providing concise science-based information.
	f) Work with Regional Communities (SADC, , COMESA, EAC, ECOWAS, etc.) to instil confidence and science-based decisions around seed and biotechnology policies and regulations,
	g) Work with seed and related organizations (ISF, FAO, OECD, ISTA, etc.) reinforce cooperation in promoting quality seed and biotechnology choices.

Key Performance Indicators

The individual performance of this role-holder will be assessed annually based on the achievements against key performance indicators designed and derived from the annual work plan and budget. However, the primary basis of key measures of performance will be the following:

1. Number of capacity building initiatives delivered: Count of training sessions, workshops, and educational programs conducted for NSTAs and seed companies annually.

2. Stakeholder engagement reach and quality: Number and quality of collaborations or partnerships established/strengthened with biotechnology stakeholders, regional bodies, and international organisations.

3. Effectiveness of communication and advocacy outputs: Timeliness, frequency, and engagement metrics (e.g., open rates, feedback) for newsletters, press releases, and other AFSTA communications.

4. Member satisfaction and adoption rate: Percentage of AFSTA Members reporting improved understanding, adoption, or advocacy of biotechnology through surveys or feedback mechanisms.

5. Public and policy influence outcomes: Evidence of AFSTA input influencing policy decisions, biotechnology adoption, or public awareness (e.g., mentions in policy papers, media coverage, or stakeholder endorsements).

Delivery

1. Strategic and action plans(Communication, branding) developed and implemented.

2. Produce and disseminate high-quality communication materials (newsletters, position papers, press releases, website updates) in a timely and relevant manner.

3. Conduct regular needs assessments with NSTAs, seed companies, and stakeholders to identify capacity gaps and training priorities.

4. Develop and implement targeted training programs and toolkits on biotechnology, biosafety, advocacy, and communication.

5. Build and maintain strategic partnerships with regional and international organizations to enhance advocacy, information sharing, and alignment on biotechnology initiatives.

6. Facilitate public and policy engagement activities to promote science-based understanding and acceptance of biotechnology in Africa.

Academic and professional qualifications

- Bachelors' degree in the specific field
- Relevant Professional qualification where applicable.
- Membership to a professional body will be an added advantage

Work experience

- Minimum of Three (3) years relevant experience.
- Bi lingual (French and English)

Additional skills

- Technical writing and editing: To prepare clear, concise, and persuasive advocacy and communication materials.
- Digital communication skills: To master innovative and digital communication tools (newsletters, websites social medias, web video development, AI communication tools etc. for effective outreach.)
- Networking and relationship-building: To strengthen partnerships with stakeholders and industry bodies.
- Project management : To coordinate multiple initiatives, trainings, and events efficiently.
- Intercultural Communication: To work effectively across diverse cultural and regional contexts in Africa and beyond.

Sign off

Job holder:	Signature	Date
Line Manager:	Signature	Date
Counter signing Quality Assuror:	Signature	Date