



Communication Officer Vacancy

Job Title: Communication & Marketing Officer

Job Grade: G3

Job Reporting: Principal

Terms of Employment (contractual): 2 years Renewable

Introduction:

At the Wildlife Tourism College (WTC), our Vision & Mission is to inspire excellence in wildlife tourism education, conservation leadership, and sustainable community impact. Guided by our Strategic Plan and commitment to African innovation, we prepare students and partners to shape the future of tourism and conservation. Through collaboration with training providers, media, Kenyan public institutions, international universities, and our valued guests, WTC serves as a hub of knowledge, cultural exchange, and global impact. Learn more about our mission and programs on www.wtcmara.org

Job Purpose:

The Communication & Marketing Officer will lead strategies that strengthen WTC's visibility, brand reputation, and stakeholder engagement. The role drives promotional campaigns, manages digital presence and public relations, and ensures consistent communication across audiences. Crucially, the Officer will also support donor engagement, fundraising, and sustainability communications aligning messaging with resource mobilization and long-term growth. By showcasing WTC's conservation mission and African impact, the Officer helps secure the financial and reputational foundation for the College's continued expansion.

Job Description:

- Lead the strategic planning and coordination of all College communications and marketing initiatives to ensure a consistent, coherent brand message aligned with WTC's values, objectives, and growth targets.
- Oversee and manage the College's digital and social media presence, including content creation, campaign execution, and data-driven marketing strategies to attract and engage prospective students and key stakeholders.
- Develop and implement the annual communications and marketing plan in collaboration with internal departments, ensuring alignment, brand consistency, and effective promotion across all platforms.
- Plan and execute marketing campaigns (digital and traditional) to promote student recruitment, programs, events, and institutional achievements, while strengthening brand visibility and positioning.
- Manage the creation, editing, and delivery of College publications (student and staff newsletters, alumnae communications, and promotional materials), liaising with designers, printers, and external partners.
- Oversee the development, content management, and continuous improvement of the College website and other digital platforms to support marketing objectives and enhance user experience.
- Serve as the main point of contact for media, public relations, and brand partnerships, coordinating responses and managing relationships with journalists, donors, and PR professionals.
- Analyze communications and marketing performance data, prepare reports for management, and utilize digital marketing tools (e.g., SEO, analytics, email marketing) to optimize reach, engagement, and conversion.
- Collaborate with management to support fundraising initiatives, donor communications, and promotional campaigns that enhance resource mobilization.
- Develop tailored communication strategies for donors, including impact reports, recognition campaigns, and personalized updates to strengthen trust and long-term support.
- Establish and grow a vibrant alumni network that contributes financially, advocates for WTC, and serves as global ambassadors.
- Strengthen collaborations with international universities, NGOs, Camps & hotels tourism organizations to secure grants, sponsorships, and joint projects.
- Create compelling narratives showcasing WTC's role in wildlife tourism and conservation, making the case for continued donor and student investment.

- Highlight WTC's commitment to sustainable practices, aligning with donor values and global conservation goals.
- Organize and market donor-focused events, student showcases, and conservation conferences to raise WTC's profile and generate support.

Job Specification:

- Bachelor's Degree in Marketing, Communication, Public Relations, Media Studies, or Journalism.
- A minimum of 3-5 years of relevant working experience, preferably in a busy marketing/communication environment.
- Membership in a relevant professional body
- Proficiency in MS Office (Word, PowerPoint, Excel, Outlook).
- Graphic Design skills (e.g., Canva, Adobe Creative Suite—Photoshop, Illustrator).
- Experience in digital marketing including social media management among others.
- Excellent verbal and written communication skills in English and proficiency in local languages.
- Valid driver's license is an added advantage
- Proven capability in organizing large-scale promotional events or campaigns.

HOW TO APPLY

Interested and qualified candidates are invited to submit a cover letter, detailed CV with at least three professional referees, and copies of academic and professional certificates.

Applications should be sent **electronically to info@wtcmara.org** with the subject line **"Application - Communication & Marketing Officer"**.

Closing Date: 7th August 2026, 5:00 p.m. (EAT).

Only shortlisted candidates will be contacted.

The Wildlife Tourism College is an equal opportunity employer and encourages applications from all qualified candidates regardless of gender, age, disability, or background.