

Job Title	Communication and Marketing Officer
Reports to	Chief Operations Officer
Location	Kisumu, Kenya with travels across Kenya
Position Type	Full-time
Remuneration	To be discussed upon shortlisting
Deadline	Sunday, February 15, 2026 at 12:00 AM EAT

About M-taka Waste Solutions Limited

M-taka is a tech-driven circular economy enterprise transforming how waste is collected, recovered, and recycled across urban Africa. Operating across the Western Region of Kenya, M-taka empowers informal waste actors—waste pickers, community aggregators, and recyclers—by linking them to traceable markets, digital tools, and inclusive financing.

Job Purpose

We are seeking a creative, proactive, and strategic **Communication and Marketing Officer** to lead the visibility, user engagement, and brand positioning of M-taka as we scale to the western region of Kenya.

The role will drive public awareness campaigns, digital storytelling, community-focused messaging, and behavior change strategies to promote a culture of recycling and increase platform adoption. This is a critical position that bridges innovation, impact, and social change through compelling communication and effective market engagement.

Key Responsibilities

Strategic Communication and Branding

- Develop and implement a comprehensive communication and marketing strategy for the M-taka expansion project.
- Ensure consistent branding, messaging, and tone across all digital and offline platforms.
- Lead the development of visual and narrative content that highlights impact, innovation, and community engagement.

Stakeholder Engagement and Public Relations

- Interface with county and national government officials to promote awareness of the M-taka platform, advocate for supportive policies, and strengthen institutional collaboration.

- Coordinate media outreach and build relationships with journalists, influencers, and local radio stations.
- Support community mobilization through storytelling, social media campaigns, and localized communication strategies.
- Represent M-taka in relevant forums, events, and networks at county and regional levels.

Marketing and User Acquisition

- Design and execute campaigns to increase adoption of the M-taka platforms among waste workers and communities.
- Support the development and dissemination of promotional materials (flyers, radio scripts, videos, etc.).
- Collaborate with field teams to translate user feedback into improved communication tools.

Digital Strategy and Content Management

- Manage M-taka's website, social media channels, and newsletter.
- Use data analytics tools to monitor campaign performance and adjust strategies accordingly.
- Oversee digital storytelling, including photo essays, videos, and user success stories.

Monitoring and Reporting

- Track communication and marketing KPIs and prepare monthly reports.
- Work closely with the M&E team to ensure alignment of communication with program results and learning.

Qualifications, Experience and Competencies

- A diploma or bachelor's degree in Communications, Public Relations, Marketing, Journalism, or a related field.
- At least two years of relevant experience in communication, marketing, or public engagement preferably in a development, environmental, or tech-driven project.
- Strong written and verbal communication skills in both English and Kiswahili; ability to produce compelling content for diverse audiences.
- Hands-on experience managing social media, digital campaigns, and content creation tools (e.g., Canva, Meta Business Suite, Mailchimp).

- Comfortable engaging with a range of stakeholders including community members, media, and government officials.
- Ability to work independently, manage deadlines, and adapt quickly in a fast-paced environment.
- Familiarity with the waste sector, green entrepreneurship, or community-driven tech solutions is an added advantage.
- Willingness to travel regularly within Kisumu, Homabay, Vihiga, and Kakamega counties.