



Salaries & Remuneration  
Commission  
Rewarding productivity

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# *Jaramogi Oginga Odinga University of Science and Technology*

## Corporate Communications

April 2017



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# 1. Introduction

## 1.1. Organisation Design

Jaramogi Oginga Odinga University of Science and Technology (JOOUST) is one of the younger universities in the country. Its recent history dates back to 2009, when Bondo University College, with a student population of only 200 students took over the Bondo Teachers' Training College premises. Bondo University College was established as a constituent college of Maseno University through Legal Order No. 56 of May 11, 2009. .

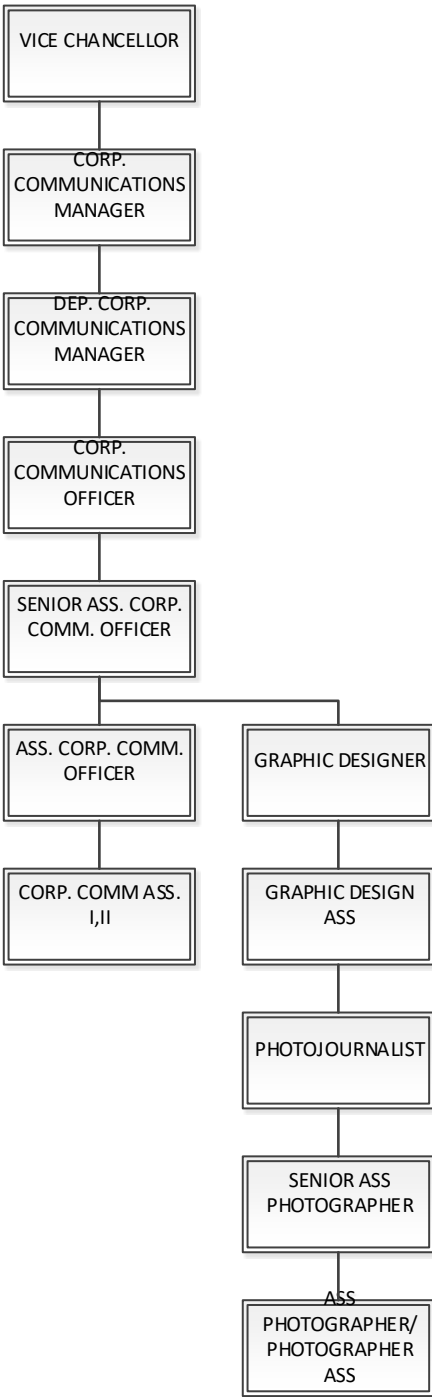
JOOUST was granted a charter on February 13, 2013 by then president Mwai Kibaki making it the 16<sup>th</sup> public university in Kenya. Over time, the student population has grown to 10,265 as at the beginning of 2016.

Located 70 kilometres west of Kisumu in Bondo Town of Siaya County is the main campus. The university also has three other campuses / Learning Centres; Nambale, Kisumu and Kisii.

JOOUST's vision is to be '**A beacon of excellence and global leader in University Education for sustainable development**' while its mission is to provide quality education that nurtures creativity and innovation through integrated training, research and community outreach for the advancement of humanity.

This job description manual consists of jobs that were analysed in Jaramogi Oginga Odinga University of Science and Technology. It contains job descriptions which are documented from information provided by job holders and validated by their respective supervisors from the job analysis exercise that was concluded in March 2017.

# 2. Corporate Communications



## 2.1. Corporate Communications Officer

1. Background Information			
<b>Job Title:</b> Corporate Communication Officer	<b>Job Level:</b> JOOUST/CCOM/008	<b>Current Grade:</b> 12	<b>No. of Posts:</b>
<b>Institution:</b> Jaramogi Oginga Odinga University of Science and Technology		<b>College/ School / Faculty:</b> N/A	
<b>Directorate/Division:</b> N/A		<b>Department/ Section/Unit:</b> Corporate Communications	
<b>Reports to:</b> Vice Chancellor			
<b>Direct Reports:</b> a) Assistant Corporate Communication Officer b) Graphic designer c) Photojournalist		<b>Indirect Reports:</b> N/A	
2. Purpose of the Job:			
This position is responsible for management and maintenance of university's public image and reputation using all forms of media and communication through developing news release, newsletters, website and other communication avenues such as outreach activities, shows and exhibitions.			
3. Main Responsibilities of the Job:			
<b>Research and Scholarship Responsibilities:</b> N/A			
<b>Learning and Teaching Responsibilities:</b> N/A			
<b>Community Service and Outreach Responsibilities:</b> N/A			
<b>Managerial Responsibilities:</b> N/A			
<b>Operational Responsibilities:</b> a) Foster community relations through events and outreach activities to maintain positive image of the organization and maintain good relations with the community. b) Preparation and dissemination of newsletters, press release, newsletters, reports information for website and to key stakeholders to create awareness on the university activities. c) Timely and effectively respond to inquiries from the public and interested stakeholders through media for clarity of information about the university. d) Develop communication policies and strategies, and oversee the development of all statements and news releases of the organisation order to pass accurate and timely information and maintain the image of the organization.			

- e) Prepare annual work plan for communication department.
- f) Chairperson to graduation sub-committee and give technical advice regarding publicity and communication.
- g) Supervise subordinates in the department
- h) Manage, maintain and build relationships with key industry media and keep a media database with key media contacts.
- i) Ensure proper branding of promotional materials, direction and distribution of the items.
- j) Write speeches for the Vice Chancellor or any other person designated to speak on behalf of the Vice Chancellor.
- k) Monitoring press coverage and distributing to internal contacts should the need arise to make the public.
- l) Coordinate interviews between the senior management and journalists on the venue of the interview, prepare briefing points and probable questions before the interview.
- m) Manage potential crisis situations and briefing the Vice Chancellor on the same in order to mitigate the crisis before it escalates.
- n) Monitor and receive complaints and complements and keep a register of the same for quarterly submission to the Officer of the Ombudsman and brief the Vice Chancellor in order to suggest areas of improvement in service delivery.

#### **4. Job Dimensions:**

##### ***Financial Responsibilities***

Prepare and manage budget for the department

##### ***Responsibility for physical assets***

- a) Computer
- b) Laptop
- c) Telephone
- d) Officer furniture

##### ***Nature of decision making***

- a) Strategic decisions
- b) Analytical decisions
- c) Operational decisions

#### **5. Qualifications Knowledge and Skills:**

##### ***Minimum level of academic qualifications required to perform effectively in the role***

Bachelor's degree in Social Sciences or related field from a recognised institution

##### ***Minimum level of professional qualification required to perform effectively in the role***

Post graduate Diploma in Communication Studies, Public Relations or Journalism from a recognised institution.

##### ***Minimum level of knowledge that would be regularly applied to the job***

- a) Technical, specialist or analytical skills acquired through tertiary education or the equivalent experience
- b) Computer literacy

##### ***Typical soft skills that would be regularly applied to the job (Attributes)***

<ul style="list-style-type: none"> <li>a) Communication skills</li> <li>b) Interpersonal skills</li> <li>c) Information Technology skills</li> <li>d) Presentation skills</li> <li>e) Media management skills</li> <li>f) Negotiation skills</li> <li>g) Ability to prioritise</li> <li>h) Organization skills</li> <li>i) Ability to work under pressure</li> <li>j) Problem solving</li> <li>k) Supervisory</li> </ul>
<p><b>Other requirements e.g. regulatory/statutory/Institutional required to comply with for appointment to this role</b></p>
<p>Meets the requirements of Chapter six of the Constitution of Kenya 2010</p>
<p><b>6. Relevant Experience Required:</b></p>
<p><b>Minimum number of months or years of experience the jobholder is required to have to be appointed to the position</b></p>
<p>7 years' experience in a busy corporate communication environment 3 of which as Senior Assistant Corporate Communications Officer or equivalent</p>
<p><b>7. Problem Solving:</b></p>
<p>Problems are complex and open ended and affect more than one area of the institution. Solutions need to be determined through consultation with other areas of the institution.</p>
<p><b>8. Communication:</b></p>
<p><b>Communication/information the job holder needs to understand in order to perform the job:</b></p>
<ul style="list-style-type: none"> <li>a) Detailed verbal instructions or requests</li> <li>b) Simple written instructions or requests</li> <li>c) Detailed written procedures</li> <li>d) Detailed technical and/or functional instructions or queries</li> <li>e) Basic e-mail, fax or mail correspondence</li> <li>f) Detailed e-mail, fax or mail correspondence</li> <li>g) Written Government policy documents affecting the job holder's area of responsibility</li> <li>h) Articles and research products affecting the job holder's area of responsibility</li> <li>i) Factual reports on aspects of the institution such as policy guidelines</li> </ul>
<p><b>Communication/information the job holder needs to carry out in order to perform the job:</b></p>
<ul style="list-style-type: none"> <li>a) Routine communication in connection with instructions, requests or normal work tasks</li> <li>b) Routine communication with employees of the institution or clients</li> <li>c) Communication around escalated or difficult queries with internal or external customers or clients</li> <li>d) Communication requiring a high level of diplomacy and sensitivity</li> <li>e) Basic explanation of services to employees of the institution or clients</li> <li>f) Detailed technical explanation of services or concepts to employees of the institution or clients</li> <li>g) Explanation of complex services or concepts to employees of the institution or clients</li> <li>h) Simple verbal instructions to other employees within the institution</li> <li>i) Detailed verbal or written instructions or requests to employees of the institution or contractors</li> <li>j) Basic e-mail, fax or mail correspondence</li> <li>k) Detailed e-mail, fax or mail correspondence</li> <li>l) Drafting of factual reports, presentations, procedure or policy documents or training material</li> </ul>

- m) Drafting of internal or external newsletters, general articles or content for newspapers, journals, magazines or internet sites
- n) Negotiation with customers/clients or suppliers over price, contracts or services

**9. Sapiential Authority**

***Job holder's influence on practices, policies or strategy due to sapiential authority (the right to be listened to as a result of specialist expertise).***

N/A

**10. Influence:**

***Job holder's influence over practices, policies or strategy:***

Influences or changes broad practices or policies affecting a whole department

***Job holders' influence over subordinates and colleagues:***

- a) Allocate work to subordinates
- b) Supervise subordinates

***Job holders' influence over people outside the directorate but within the institution and people outside the institution***

- a) Convey information inside the institution
- b) Convey information outside the institution
- c) Convey information at senior management level
- d) Persuasion outside the institution
- e) Persuasion at senior management level
- f) Negotiation outside the institution

**11. Other responsibilities assigned outside of the core responsibilities of the job:**

N/A

**12. Working Conditions:**

***Working Environment***

Is exposed to minimum disagreeable conditions in the environment. The job holder has normal office facilities which may include own office with desk, access to a telephone line with the outside world.

***Job Hazards***

No Hazards usual office situation.



## 2.2. Assistant Corporate Communication Officer

1. Background Information			
<b>Job Title:</b> Assistant Corporate Communication Officer	<b>Job Level:</b> JOOUST/CCOM/010	<b>Current Grade:</b> 10	<b>No. of Posts:</b>
<b>Institution:</b> Jaramogi Oginga Odinga University of Science and Technology		<b>College/ School / Faculty:</b> N/A	
<b>Directorate/Division:</b> N/A		<b>Department/ Section/Unit:</b> Corporate Communications	
<b>Reports to:</b> Corporate Communication Officer			
<b>Direct Reports:</b> N/A		<b>Indirect Reports:</b> N/A	
2. Purpose of the Job:			
This position is responsible for management and maintenance of a positive image of the university through different communication channels which includes newsletter, press release, and updated information on the website and outreach activities.			
3. Main Responsibilities of the Job:			
<b>Research and Scholarship Responsibilities:</b>			
N/A			
<b>Learning and Teaching Responsibilities:</b>			
N/A			
<b>Community Service and Outreach Responsibilities:</b>			
N/A			
<b>Managerial Responsibilities:</b>			
N/A			
<b>Operational Responsibilities:</b>			
a) Assist in organizing publicity activities which includes corporate responsibility activities, open day, graduations b) Establish and maintain relationships with both internal and external clients, communities and networks. c) Participate in the development of work plans in a timely, cost effective way. d) Participate in timely production and dissemination of communication materials that is gather and edit newsletters, articles, conducting interviews e) Plan, organise and mobilise materials and resource for events, workshops to maintain a positive image of the university. f) Create and manage all published content in a clear and concise manner for ease communication to the public. g) Development and implementation of public relations activities to maintain the reputation of the university.			

<ul style="list-style-type: none"> <li>h) Prepare and coordinate arrangement and opportunities for photo sessions, interview (media) and press conferences.</li> <li>i) Maintain and document an event-wise docket of all press coverage in print and electronic media for easy reference.</li> <li>j) Organise for training for complaints and complements handing officers in consultation with the planning and administration office to ensure that complaints are dealt with in a professional and timely manner for proper service delivery.</li> <li>k) Dissemination of communication materials and media mobilisation through a regularly updated and populated contact database that would lead to easy acceptance and appreciation of any new move by the organization.</li> </ul>
<b>4. Job Dimensions:</b>
<b><i>Financial Responsibilities</i></b>
Provide input in the budget for the department
<b><i>Responsibility for physical assets</i></b>
<ul style="list-style-type: none"> <li>a) Computer</li> <li>b) Telephone</li> <li>c) Officer furniture</li> </ul>
<b><i>Nature of decision making</i></b>
<ul style="list-style-type: none"> <li>a) Analytical decisions</li> <li>b) Operational decisions</li> </ul>
<b>5. Qualifications Knowledge and Skills:</b>
<b><i>Minimum level of academic qualifications required to perform effectively in the role</i></b>
Bachelor's degree in Communication Studies, Public Relations or Journalism or its equivalent from a recognised institution
<b><i>Minimum level of professional qualification required to perform effectively in the role</i></b>
N/A
<b><i>Minimum level of knowledge that would be regularly applied to the job</i></b>
<ul style="list-style-type: none"> <li>a) Technical, specialist or analytical skills acquired through tertiary education or the equivalent experience</li> <li>b) Computer literacy</li> </ul>
<b><i>Typical soft skills that would be regularly applied to the job (Attributes)</i></b>
<ul style="list-style-type: none"> <li>a) Communication skills</li> <li>b) Interpersonal skills</li> <li>c) Presentation skills</li> <li>d) Ability to prioritise</li> <li>e) Organization skills</li> <li>f) Ability to work under pressure</li> <li>g) Problem solving</li> </ul>

<b>Other requirements e.g. regulatory/statutory/Institutional required to comply with for appointment to this role</b>
Meets the requirements of Chapter six of the Constitution of Kenya 2010
<b>6. Relevant Experience Required:</b>
<b>Minimum number of months or years of experience the jobholder is required to have to be appointed to the position</b>
5 years' experience in a busy corporate communication environment 3 of which as Corporate Communications Assistant I or equivalent
<b>7. Problem Solving:</b>
Problems are variable, and resolution may require some flexibility within established procedures. Always makes first line attempt to solve problems.
<b>8. Communication:</b>
<b>Communication/information the job holder needs to understand in order to perform the job:</b>
<ul style="list-style-type: none"> <li>a) Basic verbal instructions or requests</li> <li>b) Detailed verbal instructions or requests</li> <li>c) Simple written instructions or requests</li> <li>d) Detailed written procedures</li> <li>e) Detailed technical and/or functional instructions or queries</li> <li>f) Basic e-mail, fax or mail correspondence</li> <li>g) Detailed e-mail, fax or mail correspondence</li> <li>h) Written Government policy documents affecting the job holder's area of responsibility</li> </ul>
<b>Communication/information the job holder needs to carry out in order to perform the job:</b>
<ul style="list-style-type: none"> <li>a) Routine communication in connection with instructions, requests or normal work tasks</li> <li>b) Routine communication with employees of the institution or clients</li> <li>c) Communication around escalated or difficult queries with internal or external customers or clients</li> <li>d) Basic explanation of services to employees of the institution or clients</li> <li>e) Simple verbal instructions to other employees within the institution</li> <li>f) Detailed verbal or written instructions or requests to employees of the institution or contractors</li> <li>g) Basic e-mail, fax or mail correspondence</li> <li>h) Detailed e-mail, fax or mail correspondence</li> <li>i) Drafting of internal or external newsletters, general articles or content for newspapers, journals, magazines or internet sites</li> </ul>
<b>9. Sapiential Authority</b>
<b>Job holder's influence on practices, policies or strategy due to sapiential authority (the right to be listened to as a result of specialist expertise).</b>
N/A
<b>10. Influence:</b>
<b>Job holder's influence over practices, policies or strategy:</b>

Influences or changes specific administrative or operational practices in a team, section or unit
<b><i>Job holders' influence over subordinates and colleagues:</i></b>
N/A
<b><i>Job holders' influence over people outside the directorate but within the institution and people outside the institution</i></b>
a) Convey information inside the institution b) Convey information outside the institution
<b>11. Other responsibilities assigned outside of the core responsibilities of the job:</b>
N/A
<b>12. Working Conditions:</b>
<b><i>Working Environment</i></b>
Is exposed to minimum disagreeable conditions in the environment. The job holder has normal office facilities which may include own office with desk, access to a telephone line with the outside world.
<b><i>Job Hazards</i></b>
Slight. There is very slight chance of accident or health hazards. Usual office situation, with minimal exposure.

## 2.3. Photojournalist

1. Background Information			
<b>Job Title:</b> Photojournalist	<b>Job Level:</b> JOOUST/CCOM/01 3	<b>Current Grade:</b>	<b>No. of Posts:</b> 7
<b>Institution:</b> Jaramogi Oginga Odinga University of Science and Technology		<b>College/ School / Faculty:</b> N/A	
<b>Directorate/Division:</b> N/A		<b>Department/ Section/Unit:</b> Corporate Communications	
<b>Reports to:</b> Corporate Communication Officer			
<b>Direct Reports:</b> N/A		<b>Indirect Reports:</b> Assistant CC	
2. Purpose of the Job:			
This position is responsible for provision of photography and videography services covering the university activities within and without for digital documentation in video and picture forms. Convey the same captured materials to media industry for publication to market the university.			
3. Main Responsibilities of the Job:			
<b>Research and Scholarship Responsibilities:</b>  N/A			
<b>Learning and Teaching Responsibilities:</b>  N/A			
<b>Community Service and Outreach Responsibilities:</b>  N/A			
<b>Managerial Responsibilities:</b>  N/A			
<b>Operational Responsibilities:</b>			
<ul style="list-style-type: none"> <li>a) Execute general and special photographic assignments requiring professionalism and technical expertise using film and digital cameras, including candid coverage of campus activities and special events; editorial or illustration photos for publications, architectural photography, faculty portraits, spot news assignments, passports and ID photos and/or spot news assignments to enhance visibility of the university.</li> <li>b) Provide photojournalism services and edits, tag, rename and archives digital image for easy access when needed for university marketing efforts</li> <li>c) Use video cameras equipment for produce materials for production and makes artistic decisions regarding elements such as appropriate lighting, shooting angle, framing and placement, type of audio required, location used and use of movement and/or interviews.</li> <li>d) Perform limited editing and assembles basic video, ensure consistency and relevancy to production, monitor</li> </ul>			

<p>the technical quality of the end product and assists a producer/director regarding production plans and the physical realities of the production setting.</p> <p>e) Scheduling photo sessions and keeping track of events they will need to attend and cover, as well as arriving to the scene of a story with the reporter to take photos of the live coverage.</p> <p>f) Processing of staff and students identification cards for easy identification within and without the university.</p> <p>g) Assist the corporate communication officer pitch story ideas for the university newsletter.</p> <p>h) Sits as a member of the graduation publicity sub-committee and offer advice on placement and selection of stories and pictures to use.</p> <p>i) Assist in designing and placement of pictures on promotional materials including university calendar.</p> <p>j) Conduct voice over for documentation for marketing purpose of various university projects.</p> <p>k) Maintain proper documentation of an event-wise docket of all the press coverage in both print and electronic media. Gather, distribute and file all media coverage generated for the University for ease of reference.</p> <p>l) Production of both photographic and video content to back up news stories and ensure that the university website remains current and contemporary.</p> <p>m) Assist to props or sets for a photoshoot or assist in setting up an even such as a client meeting or a press briefing.</p>
<b>4. Job Dimensions:</b>
<b><i>Financial Responsibilities</i></b>
Provide input in the budgeting for video documentaries and picture products for the department
<b><i>Responsibility for physical assets</i></b>
<p>a) Video camera</p> <p>b) Still camera</p> <p>c) Data identity printer machine</p> <p>d) Computer</p> <p>e) Officer furniture</p>
<b><i>Nature of decision making</i></b>
Operational decisions
<b>5. Qualifications Knowledge and Skills:</b>
<b><i>Minimum level of academic qualifications required to perform effectively in the role</i></b>
Diploma in Photojournalism from a recognised institution
<b><i>Minimum level of professional qualification required to perform effectively in the role</i></b>
N/A
<b><i>Minimum level of knowledge that would be regularly applied to the job</i></b>
<p>a) Technical, specialist or analytical skills acquired through tertiary education or the equivalent experience</p> <p>b) Knowledge of camera operations</p> <p>c) Photo/video editing skills</p> <p>d) Computer literacy</p>
<b><i>Typical soft skills that would be regularly applied to the job (Attributes)</i></b>

<ul style="list-style-type: none"> <li>a) Communication skills</li> <li>b) Interpersonal skills</li> <li>c) Organization skills</li> <li>d) Ability to work under pressure</li> </ul>
<b>Other requirements e.g. regulatory/statutory/Institutional required to comply with for appointment to this role</b>
Meets the requirements of Chapter six of the Constitution of Kenya 2010
<b>6. Relevant Experience Required:</b>
<b>Minimum number of months or years of experience the jobholder is required to have to be appointed to the position</b>
3 years' experience in a Photojournalism
<b>7. Problem Solving:</b>
Problems are complex and open ended - the best solution can only be known with hindsight.
<b>8. Communication:</b>
<b>Communication/information the job holder needs to understand in order to perform the job:</b>
<ul style="list-style-type: none"> <li>a) Basic verbal instructions or requests</li> <li>b) Detailed verbal instructions or requests</li> <li>c) Simple written instructions or requests</li> <li>d) Detailed written procedures</li> <li>e) Detailed technical and/or functional instructions or queries</li> <li>f) Detailed e-mail, fax or mail correspondence</li> <li>g) Factual reports on aspects of the institution such as policy guidelines</li> </ul>
<b>Communication/information the job holder needs to carry out in order to perform the job:</b>
<ul style="list-style-type: none"> <li>a) Routine communication in connection with instructions, requests or normal work tasks</li> <li>b) Routine communication with employees of the institution or clients</li> <li>c) Basic explanation of services to employees of the institution or clients</li> <li>d) Detailed technical explanation of services or concepts to employees of the institution or clients</li> <li>e) Simple verbal instructions to other employees within the institution</li> <li>f) Detailed verbal or written instructions or requests to employees of the institution or contractors</li> <li>g) Basic e-mail, fax or mail correspondence</li> <li>h) Detailed e-mail, fax or mail correspondence</li> <li>i) Drafting of factual reports, presentations, procedure or policy documents or training material</li> </ul>
<b>9. Sapiential Authority</b>
<b>Job holder's influence on practices, policies or strategy due to sapiential authority (the right to be listened to as a result of specialist expertise).</b>
N/A
<b>10. Influence:</b>
<b>Job holder's influence over practices, policies or strategy:</b>

Is expected to come up with suggestions on improved practices
<b>Job holders' influence over subordinates and colleagues:</b>
N/A
<b>Job holders' influence over people outside the directorate but within the institution and people outside the institution</b>
a) Convey information inside the institution b) Convey information outside the institution
<b>11. Other responsibilities assigned outside of the core responsibilities of the job:</b>
N/A
<b>12. Working Conditions:</b>
<b>Working Environment</b>
Is exposed to disagreeable conditions. The job holder has some exposure to heat, cold, dirt, noise and rainy weather conditions; dim or crowded surroundings; some time away from duty station through travel requirements. Some exposure to outdoor conditions.
<b>Job Hazards</b>
Moderate. Exposure to security threats and/or other injury could occur in the course of work. Minor accidents possible, such as cuts, bruises and strains but not usually involving lost time.



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# *Final Signoff*

	<b>Name</b>	<b>Designation</b>	<b>Sign</b>	<b>Date</b>
<b>Head of Department</b>				
<b>Human Resource</b>				

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# ***Fair pay for fair play***