



DIGITAL COMMUNICATIONS & SOCIAL MEDIA OFFICER

Organisation: People's Liberation Party (PLP)
Department: Communications & Public Relations
Reports To: Communications / PR Director
Duty Station: Nairobi
Employment Type: Full-time

Role Summary

The Digital Communications & Social Media Officer is responsible for managing, growing, and professionalising PLP's digital presence across all platforms. The role ensures consistent messaging, high-quality content production, and effective digital engagement in support of the Party's communication, advocacy, and outreach objectives.

Key Responsibilities

- Develop, implement, and manage structured content calendars for social media platforms, website, and digital campaigns.
- Create and publish high-quality multimedia content, including graphics, videos, infographics, animations, and written posts.
- Manage PLP's official digital platforms, ensuring timely posting, audience engagement, and brand compliance.
- Monitor digital performance and audience trends using analytics tools and translate insights into action.
- Respond to audience queries and manage online conversations professionally, escalating sensitive matters appropriately.
- Support digital advocacy campaigns, online mobilisation, and promotional activities.
- Ensure accuracy, accessibility, and consistency of digital messaging across all platforms.
- Provide live or rapid digital coverage of party events and activities when required.

Key Deliverables & Performance Indicators

- Weekly and monthly digital content calendars delivered on schedule.
- Consistent publication of high-quality, on-brand digital content across platforms.
- Measurable growth in followers, subscribers, reach, and impressions.
- Sustained improvement in engagement metrics (likes, shares, comments, video views, click-through rates).
- Monthly digital analytics and performance reports submitted with clear insights and recommendations.
- Effective execution of digital campaigns aligned with defined objectives and timelines.
- Timely response to audience engagement and issue escalation in line with internal protocols.

Qualifications & Experience

- Bachelor's degree in Communications, Digital Marketing, Multimedia Design, Journalism, or a related field.
- Minimum of three (3) years' experience managing social media platforms and digital campaigns.
- Proven experience in multimedia content creation and digital storytelling.
- Proficiency in digital analytics and platform management tools.
- Strong writing, visual communication, and organisational skills.
- Ability to work in a fast-paced, politically sensitive environment.
- Willingness to work flexible hours, including evenings and weekends.
- Ability to respond rapidly to breaking news and emerging issues.

How to Apply

 <https://jobs.plpkenya.com/web/index.php/recruitmentApply/applyVacancy/id/1>

Deadline: *February 20, 2026*

Only shortlisted candidates will be contacted.

