



JOB DESCRIPTION

Communications and Media Manager, CFK Africa (Youth Development Network)

Location: CFK Africa Headquarters, Kibera, Nairobi, Kenya

CFK Africa seeks a creative, strategic storyteller to serve as Communications and Media Manager for the Youth Development Network (YDN). Reporting to the YDN Director, the Communications and Media Manager owns CFK Africa's external communications, brand, video, social media, and public relations, and leads the Youth Media Corps — a movement that mobilizes young journalists, content creators, and digital storytellers from slum communities to produce authentic, high-quality content that elevates youth talent and community insight.

By placing cameras, microphones, and editorial power in the hands of youth, the Youth Media Corps redefines who tells the stories in slums — and who shapes development priorities. This role is critical to the overall positioning, visibility, and success of the YDN, and works closely with the Executive Communications & Partnerships Manager to ensure CFK Africa's story is told consistently inside and outside the organization.

Established in 2001, CFK Africa is a U.S. 501(c)(3), Kenyan-registered international non-governmental organization (NGO) and major affiliated entity of the University of North Carolina at Chapel Hill that empowers youth in urban slums through locally led leadership development and innovative public health delivery and research. The organization maintains a team of 86 full-time employees who serve more than 200,000 residents annually on an annual budget of \$4 million USD.

CFK Africa's newest initiative, the Youth Development Network (YDN), links the organization's youth-facing programs — including TechCraft, the Slum Sports Platform, and the Youth Media Corps — into one network through which young people can move between opportunities in skills, work, sport, media, health, and education. The YDN will place youth in employment, enhance public health, improve educational outcomes, and showcase that when talent meets opportunity, slum youth can break from survival mode to purpose-driven pathways.

KEY RESPONSIBILITIES

The Youth Media Corps

- Lead the design, launch, and continuous development of the Youth Media Corps, mobilizing and mentoring young creators to produce video profiles, podcasts, short films, advocacy media, and visual storytelling.
- Build the capacity of Corps members through training, mentorship, and editorial support, championing an ethical, community-led approach to storytelling that centers dignity and youth voice over deficit narratives.

Strategic Communications, Brand & Public Relations

- Set and drive CFK's and YDN's external communications and brand strategy, protecting and growing a consistent, credible, and compelling voice across all channels and audiences.

- Lead media relations and public relations, building relationships with journalists and outlets, securing quality coverage, and proactively managing external communications and reputational issues.

Digital, Content & Resource Mobilization

- Manage CFK's and YDN's digital presence — website, social media, and multimedia channels — setting editorial standards and using analytics to improve content performance and impact.
- Contribute to donor-facing communications and campaigns, and develop sustainability pathways for the Youth Media Corps, including content services, licensing, and employment opportunities, that reduce long-term grant dependency.

Team Leadership, Financial Management & Impact

- Lead, motivate, and develop a high-performing communications and media team, and mentor Corps members and junior staff as a role model for learning, inclusion, and safeguarding.
- Hold overall accountability for communications and Corps budgets, oversee procurement and talent agreements, and define indicators that capture reach, engagement, and narrative change, reporting regularly on impact.

SAFEGUARDING & ETHICAL STORYTELLING

This role produces and publishes media featuring children, young people, and community members — including on sensitive themes such as girls' empowerment. The Manager must uphold CFK Africa's safeguarding and child-protection standards, ensure informed consent and appropriate image and story rights (with particular care for minors and vulnerable participants), and protect contributors from harm or exploitation. The successful candidate will be required to undergo relevant background checks.

SKILLS AND COMPETENCIES

Required & Essential:

- A master's degree in a relevant field (e.g. communications, journalism, media, marketing, or social sciences); a bachelor's degree with exceptional relevant experience may be considered.
- At least 7 years' progressive experience in communications, media, or content development, including significant senior leadership responsibility.
- Proven track record of building a brand and delivering high-quality, high-reach content across digital and traditional channels.
- Demonstrated success managing budgets and delivering against ambitious targets in compliance with donor regulations.
- Strong media relations networks and experience mobilizing resources or partnerships through communications.
- Experience building or mentoring youth, community, or citizen-media programs.
- Hands-on multimedia production skills (video, audio, photography, design) or strong experience directing them.

Preferred:

- Creative, strategic storyteller able to build a brand and launch new media initiatives.
- Strong people leader who builds, motivates, and develops diverse creative teams.

- Excellent writing, editorial, and representation skills across audiences.
- Sound financial acumen and rigorous, data-informed decision-making.
- Deep commitment to youth voice, girls' empowerment, safeguarding, and CFK Africa's values, with cultural sensitivity to informal-settlement communities.

Application Instructions

To be considered for this position, applicants must submit the following materials via this [link](#):

1) a current resume, and

2) a cover letter directly stating your specific professional interests in CFK Africa and highlighting your experience building brands and mobilizing storytelling that elevates youth voice.

CFK Africa reviews applications on a rolling basis and encourages candidates to apply early. The final deadline for applications is Monday, September 7, 2026. Applications submitted via email will not be considered.