



THE AGRICULTURAL SOCIETY OF KENYA

"Your Agricultural and Trade Partner of Choice"

Jamhuri Park P.O. Box 30176-00100 Nairobi Telephone: 0704-583850, 0738-345333
Wireless: (020) 807080/9 Email: info@ask.co.ke Website: www.ask.co.ke

COMMUNICATIONS OFFICER TRAINEE

The Agricultural Society of Kenya (A.S.K) is a non-profit organization focused on organizing exhibitions and promoting innovation, research and development in agriculture, trade and allied sectors. The Agricultural Society of Kenya does not discriminate because of race, color, religion, sex, national origin, gender identity, genetic information, age, disability or veteran status in employment or in the provision of services.

Primary Purpose

The Communications Officer Trainee will support the implementation of the Society's corporate communication, public relations, branding, media engagement, stakeholder communication and digital communication initiatives, while contributing to the Society's visibility, reputation and strategic communication objectives.

Reports to: PR & Communications Manager

Job Location: Nairobi, Kenya

Qualifications and Experience

- Bachelor's degree in communication, Public Relations, Journalism, Corporate Communication, Marketing or a related field from a recognized institution.
- One (1) year of relevant experience, including internship or industrial attachment, in corporate communication, public relations, media or a related field.
- Basic knowledge of public relations, media engagement, corporate branding and digital communication.
- Proficiency in Microsoft Office Suite, digital communication platforms and AI-powered productivity tools (such as ChatGPT, Gemini, Microsoft Copilot)

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or equivalent) to support content development, research and communication workflows.

- Proficiency in Canva for graphic design and digital content creation. Knowledge of Adobe Creative Suite will be an added advantage.
- Experience using Mailchimp or similar email marketing and newsletter platforms will be an added advantage.
- Excellent written and verbal communication skills.
- Good interpersonal, organizational and time management skills.
- Demonstrated ability to learn new communication technologies, digital tools and work processes quickly.
- Basic photography and videography skills for digital content creation will be an added advantage.

Knowledge of social media analytics tools will be an added advantage.

Key Duties and Responsibilities

- Assist in implementing the Society’s corporate communication and public relations activities.
- Support the preparation of press releases, speeches, newsletters, brochures, articles and other communication materials.
- Support the research, drafting and editing of speeches, talking points, executive messages, presentations and other strategic communication materials for senior management.
- Assist in maintaining and updating the Society’s website and social media platforms with timely and relevant content.
- Develop, schedule, publish and monitor engaging content across the Society’s digital and social media platforms while tracking engagement and recommending improvements based on performance analytics.
- Support media relations activities and assist in monitoring media coverage.

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- Support the development and timely publication of corporate communication materials, including catalogues, newsletters, promotional publications and corporate reports.
- Support the design, formatting and publication of newsletters, digital publications and email campaigns using Mailchimp or similar communication platforms.
- Assist in coordinating branding and visibility initiatives during exhibitions, events and stakeholder engagements.
- Support the preparation and dissemination of internal and external communication materials.
- Capture and edit basic photography and short-form videos for use across the Society's communication platforms.
- Generate high-quality written content for print, digital platforms, speeches, feature articles, newsletters, website content and promotional campaigns while ensuring consistency with the Society's brand and communication standards.
- Conduct research on emerging communication trends and recommend innovative approaches to enhance the Society's visibility and public image.
- Research and leverage emerging digital communication technologies, including Artificial Intelligence (AI), to improve efficiency, creativity and effectiveness in communication processes.
- Monitor communication and social media performance using analytics tools and prepare periodic communication performance reports and recommendations.
- Prepare communication reports and maintain relevant records and databases.
- Perform any other duties as may be assigned by the PR & Communications Manager.

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Competencies and Personal Attributes

- Excellent writing, editing and proofreading skills.
- Strong storytelling and content development abilities.
- Creative thinking and attention to detail.
- Strong organizational and project coordination skills.
- Ability to manage multiple assignments and meet tight deadlines.
- High level of professionalism, integrity and confidentiality.
- Ability to work independently and collaboratively within a team.
- Strong willingness to learn, embrace innovation and continuously improve.

How to apply

Interested and qualified candidates should log onto the A.S.K website on www.ask.co.ke for the detailed job profile, qualifications and instructions on how to submit their applications.

Applicants are encouraged to submit a portfolio comprising at least three (3) samples of communication work demonstrating their writing and content development skills. Samples may include articles, speeches, press releases, newsletters, brochures, social media content, graphic designs, website content or any other relevant communication materials.

All application letters should be accompanied by a detailed CV indicating telephone contacts, personal e-mail addresses and three (3) referees and be addressed to careers@ask.co.ke on or before **22nd July, 2026**.

Please note that only shortlisted candidates will be contacted.

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