
BIGRS Communication Officer

JOB DESCRIPTION

As part of the Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS), a Communications Officer will provide media relations assistance within a strategic communication approach to help create public support for strong road safety policies, programs and measures across priority localities in County Government of Mombasa, Kenya. The Communication Officer will engage journalists, generate media stories, optimize social media, and implement a multi-platform strategy to support and promote government and BIGRS partners' efforts. He/she will also support efforts to run social marketing/paid mass media campaigns that are complimented by enforcement strategies.

SPECIFIC DUTIES AND DELIVERABLES

- Work closely with Vital Strategies, government and initiative partners to align work priorities;
- Create a strategic communication work plan annually, regularly adjust it to keep up-to-date and help execute to maximize the quality and quantity of media coverage on the government road safety initiatives;
- Develop and maintain calendar used to plan for local release of important international road safety reports or developments;
- Write regular blogs and social media posts to communicate local progress, disseminate information and contribute to BIGRS newsletter;
- Build and maintain relationships with journalists to engage around road safety focus;
- Pitch local journalists on relevant news and offer up information sources, thus building relationships with them that can help convene journalist meetings to facilitate conversations around road safety;
- Serve as a resource for BIGRS partner organizations to deliver knowledge and understanding on the local media environment and to help publicize milestones and relevant news on road safety issues;
- Organize press events around major BIGRS milestones as well as social marketing campaign launches; write press releases and press notes and assist with translations;
- Monitor local news coverage and maintain a media tracking list;
- Contribute to curriculum and methodology development for the journalism workshops and fellowship programs, and carry out journalist trainings, oversee follow-up efforts and maintain master list of trained journalists across all regions;
- Support social marketing/paid media campaigns, working closely with Vital Strategies PAC team;

- Manage suppliers and service providers including PR agencies, as needed.
- Reports to the Technical Lead with strong technical guidance and direction from Vital Strategies communication lead

SKILLS AND QUALIFICATIONS

- Excellent communication skills, both written and oral in both English and local language. Must be able to produce press releases, talking points and fact sheets.
- At least 5 years of experience in communication, journalism or/and PR
- Must have at least Bachelor's degree
- Public health and government relation experience is an advantage
- Familiarity with public policy, media relations and advocacy is required.
- Proven capacity to work in multidisciplinary and multi-agency setting.
- Solid knowledge in all Microsoft Office programs.
- Must have consistent and reliable internet access.
- Residency and valid work permit in the country of work is a must.

BIGRS Enforcement Coordinator

JOB DESCRIPTION

Bloomberg Philanthropies Initiative for Global Road Safety (2020-25) supports a global network of up to 30 cities, which include County Government of Mombasa, to implement evidence-based interventions to reduce road traffic fatalities and injuries through technical assistances and trainings from expertise of world's leading road safety partner organizations of the initiative.

The Global Road Safety Partnership is a part of the International Federation of Red Cross and Red Crescent Societies and is based in Geneva, Switzerland. GRSP is one of road safety partner organizations of BIGRS initiative with expertise in training and building the capacity of police agencies to enforce road safety laws (e.g. drink driving, speeding, and seatbelt and helmet use) using evidence-based best practice.

As part of the Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS), the Enforcement Coordinator will work with County Government of Mombasa, Department of Transport, Infrastructure, and Public Works, Mombasa County Inspectorate, Kenya Police Service, and GRSP partners to coordinate planning and implementation of road policing capacity building programs and enforcement operations.

For the effectiveness of road policing capacity building (RPCB) program in cities, the role of the local enforcement coordinator is important. Due to the specificity of the structures of law enforcement agencies/police, the coordinator has a special role to play in the implementation of the RPCB program, as well as in the creation of its sustainability and improvement. Main tasks for a local enforcement coordinator are related to supporting the planning and implementation of effective trainings and knowledge and skills development for traffic police.

Position's profile assumes that it would be a person with relevant knowledge and experience in road policing and the ability to easily connect and have quick access to the police decision-makers/managers.

On the one hand, it would allow quick decision-making on activities related to the road policing capacity building program (availability of police for trainings, trainings materials' review, adjustment and improvement), on the other hand to establish a communication channel in which the police leadership would be constantly informed about the progress of the program and could directly communicate their needs connected with it.

Quick and easy access to the decision-making level in the Police and the possibility of some influence on the road policing activity is of key importance for sustainability of the program, especially in the context of creation new/improved trainings programs for traffic police in cooperation with local police training centers/academies

The position of the enforcement coordinator as liaison officer will also allow for the development of working plans in close cooperation with the management level of the police and at the initial stage of planning to consider the specific needs requested by the police.

SPECIFIC DUTIES AND DELIVERABLES

- Serve as focal point for interaction with Mombasa County Inspectorate, Kenya Police Service
- Coordinate multiple international partner organization's road safety police work with city, state, and national level policing authorities, with the objectives of
 - enhancing police enforcement on the risk factors,
 - supporting surveillance systems strengthening,
 - linking mass media campaigns to police enforcement, and
 - supporting safer streets and safer mobility partners to get police approvals
- Develop detailed program work plans, for enforcement component of Initiative, in collaboration with Mombasa County Inspectorate, Kenya Police Service, and relevant international partners (e.g. GRSP)
- Coordinate trainings, conferences, and high-level meetings with senior police leadership at city state and national levels
- Lead international meetings between road policing experts and high-level government officials
- Monitor and support progress toward work plan milestones; including providing regular updates to GRSP on changes within the police structure, challenges, and opportunities to plan road policing capacity building activities
- Serve as liaison for city's interaction with Initiative partner organizations providing enforcement expertise
- Participate and coordinate road policing capacity building trainings provided by Initiative partners
- Report regularly on initiative progress to city senior city officials and to Vital Strategies and relevant initiative partners. Submit written reports on implementation status and progress
- Troubleshoot barriers to progress and identify opportunities for rapid success.
- Coordinate city's work to enhance road police's enforcement of laws to reduce unsafe and illegal road user behaviors, particularly the following risk factors: Speeding, drink driving and the non-use of helmets, seat belts and child restraints
- Support the implementation of enforcement work plans within the BIGRS, in collaboration with the Global Road Safety Partnership with clear milestones and relevant targets for enforcement related components of the city's overall road safety initiative
- Support the delivery of evidence based/data driven and targeted enforcement activities around the identified risk factors listed above

- Report regularly on initiative progress to city senior road policing officials of Mombasa County Inspectorate, Kenya Police Service, Vital Strategies, and Global Road Safety Partnership

SKILLS AND QUALIFICATIONS

- Experience in road traffic law enforcement policy, traffic policing, or related enforcement agencies-highly preferred - A minimum of 8 years of experience
- Academic qualifications - public administration, security studies, political science, social sciences, etc.
- Government experience – preferred
- Good knowledge of local administrative structure and processes - highly preferred
- Project management skills - preferred,
- Good communication skills
- Proven capacity to work in multidisciplinary or multi-agency setting
- English language proficiency
- Solid knowledge of Microsoft Office Suite (Excel, Word, PowerPoint, Outlook).
- Significant experience engaging police, government, media, and civil society
- Person has not been convicted of a criminal act,
- Person is not a repeated violator of traffic rules and that s/he has a positive attitude towards traffic safety,

STRUCTURES AND LOCATION OF WORK

- Locating at Mombasa County Inspectorate
- Reporting to the BIGRS Technical Lead and Global Road Safety Partnership partners

BIGRS Road Safety Surveillance Coordinator

JOB DESCRIPTION

Bloomberg Philanthropies Initiative for Global Road Safety (2020-25) supports a global network of up to 30 cities, which include County Government of Mombasa, to implement evidence-based interventions to reduce road traffic fatalities and injuries through technical assistances and trainings from expertise of world's leading road safety partner organizations of the initiative.

As part of the Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS), the Road Safety Surveillance Coordinator, based in County Government of Mombasa, will be responsible to support the strengthening of road safety surveillance systems for County Government of Mombasa, including improvements in data collection, analysis, linkage, reporting and use. The position will be based at Department of Transport, Infrastructure, and Public Works, with dual accountability to Department of Transport, Infrastructure, and Public Works and Vital Strategies.

SPECIFIC DUTIES AND DELIVERABLES

- Serve as liaison between initiative partners and governments, in particular:
 - Transport and road safety officials at different government levels
 - Police for all issues related to crash reporting and analysis
 - Medical examiner systems
 - Health departments
 - Other stakeholders
- Work with police and other partners to pilot and define road crash database platform options and adaptation to local needs.
- Work with designated personnel to oversee data collection, data entry, conduct data cleaning and management of designated data sets.
- Train, monitor and oversee contracted data entry staff.
- Conduct analysis and prepare tables, charts, and maps both for routine review and special queries, including spatial analysis for identification of high-risk locations.
- Collaborate with police, health, medical examiner, and Vital Strategies personnel to develop a protocol and conduct linkage and analysis of injury registry and data.
- Conduct data linkage according to plan.
- Conduct a capture-recapture analysis of crash fatalities using at least two data sources: police crash reporting and vital registration, forensic, hospital, and/or insurance records; and prepare a report on methods and findings.

- Work with appropriate municipal agencies to prepare annual road safety reports based on available sources for crash/injury death data, as well as risk factors data.
- Disseminate and present road safety report findings to stakeholders and promote data use for policy and planning.
- Provide support to other jurisdictions as required by the Initiative
- Be on call to respond to and address the needs to the Contract Manager/Initiative Coordinator/others
- Report regularly on initiative progress to senior city officials and to Vital Strategies and relevant initiative partners. Submit written reports on implementation status and progress
- Monthly reports on deliverables and progress, in the template provided by Vital Strategies

SKILLS AND QUALIFICATIONS

- Master's degree in a relevant field (e.g. public health, epidemiology, biostatistics, transport engineering, or similar)
- 3-6 years of experience in data management and analysis related to public health, transportation or public policy
- Quantitative data analysis skills (experience with data management and statistical analysis software required, GIS preferred)
- Proven capacity to work in a multidisciplinary or multi-agency setting and to interact with public servants and heads of department
- Excellent oral and written communication skills

STRUCTURES AND LOCATION OF WORK

- Located at Department of Transport, Infrastructure, and Public Works, County Government of Mombasa
- Reporting to the Technical Lead and Vital Strategies Data Surveillance staff