



**REPUBLIC OF KENYA**

*Revised Scheme of Service*

*for*

*Information and Public Communications Officers*

**March, 2007**

ISSUED BY THE PERMANENT SECRETARY  
MINISTRY OF STATE FOR PUBLIC SERVICE  
OFFICE OF THE PRESIDENT

# **REVISED SCHEME OF SERVICE FOR INFORMATION AND PUBLIC COMMUNICATIONS OFFICERS**

## **1 AIMS AND OBJECTIVES**

- (i) To provide for a clearly defined career structure which will attract, motivate and facilitate retention of suitably qualified Information and Public Communications Personnel in the Civil Service.
- (ii) To establish standards for recruitment, training, and advancement within the career structure on the basis of qualifications, competence, merit and ability as reflected in work performance and results.
- (iii) To provide for well-defined job descriptions and specifications with clear delineation of duties and responsibilities at all levels within the career structure to enable the officers understand the requirements and demands of their jobs.
- (iv) To ensure appropriate career planning and succession management.

## **2 ADMINISTRATION AND TRAINING SCOPE OF THE SCHEME**

### **(a) Responsibility for Administration**

The Scheme of Service will be administered by the Permanent Secretary, Ministry of Information and Communications in conjunction with the Public Service Commission and in consultation with the Permanent Secretary, Ministry of State for Public Service. In administering the Scheme, the Permanent Secretary will ensure that its provisions are strictly observed for fair and equitable treatment of staff and that officers are confirmed in their appointment on successful completion of the probation period.

### **(b) Training Scope**

In administering the Scheme, the Permanent Secretary will ensure that appropriate induction, training opportunities and facilities are provided to assist serving officers acquire the necessary additional qualifications/specialisation and experience required for both efficient performance of their duties and advancement within the Scheme of Service. Officers should also be encouraged to undertake training privately for self-development. However, in all matters of training, the Permanent Secretary administering the Scheme will consult the Permanent Secretary, Ministry of State for Public Service.

## **3. INFORMATION AND PUBLIC COMMUNICATIONS FUNCTION INFORMATION FUNCTION**

The Information Function entails gathering, receiving and disseminating news and information; writing articles and features; verifying the accuracy of news; covering development projects and socio-cultural activities; dispatching news to other media and maintaining an effective national network for news and information gathering;

formulation and co-ordination of National Information Policy; carrying out research on general public opinion on the Government and providing appropriate strategies to address the situation; providing advisory services on all matters relating to capacity of the information infrastructure; coordinating all information services locally and outside the country; and publishing periodicals and ad hoc magazines and newsletters.

## **PUBLIC COMMUNICATIONS FUNCTION**

The Public Communications Function entails identifying significant events which require packaging of Government information for dissemination to the media and public; advising the Government on the best media practices which promote good Government relations; organizing fora where Government policies, programmes and projects can be propagated and promoted; preparing and organizing media/press briefs on weekly or monthly basis; preparing media supplements, documentaries, press releases, features; advising Ministries/Department on matters of public communications and dissemination of information; carrying out research on public opinion on specific sectoral areas in the Government and providing appropriate strategies to address the situation; and formulation of National Public Communications Policy and design of a Government communications infrastructure.

### **4. GRADING STRUCTURE AND SCOPE**

#### **(a) Grading Structure**

The Scheme of Service establishes nine (9) grades each in the Cadres of Public Communications Officers and Information Officers who will be designated and graded as follows:

#### ***Public Communications Officers***

#### ***Appendix 'A'***

#### **Designation**

#### **Job Group**

Public Communications Officer III	'H'
Public Communications Officer II	'J'
Public Communications Officer I	'K'
Senior Public Communications Officer	'L'
Chief Public Communications Officer	'M'
Principal Public Communications Officer	'N'
Assistant Director of Public Communications	'P'
Senior Assistant Director of Public Communications	'Q'
Deputy Director of Public Communications	'R'

**Information Officers****Appendix 'B'****Designation****Job Group**

Information Officer III	'H'
Information Officer II	'J'
Information Officer I	'K'
Senior Information Officer	'L'
Chief Information Officer	'M'
Principal Information Officer	'N'
Assistant Director of Information	'P'
Senior Assistant Director of Information	'Q'
Deputy Director of Information	'R'
<b>Director of Information and Public Communications</b>	<b>'S'</b>

**Note:**

*The position of Director of Information and Public Communications, Job Group 'S' will be the highest grade in the two cadres and the incumbent will head the Department of Information and Public Communications.*

**(b) Conversion to the new grading structure**

Serving officers will adopt and convert as appropriate to the new grading structure and designations as follows:

**Public Communications Officers****Appendix 'A'**

<b>Designation</b>	<b>Job Group</b>	<b>New Designation</b>	<b>Job Group</b>
-----	--	Public Communications Officer III	'H'
-----	--	Public Communications Officer II	'J'
Communications Officer I	'K'	Public Communications Officer 1	'K'
-----	--	Snr. Public Communications Officer	'L'
Snr. Communications Officer	'L'	Chief Public Communications Officer	'M'
-----	--	Principal Public Communications Officer	'N'
-----	--	Assistant Director of Public Communications	'P'
-----	--	Snr Asst. Director of Public Communications	'Q'
Dep.Public Communications Secretary	'Q'	Deputy Director of Public Communications	'R'

**Information Officers****Appendix 'B'**

<b>Designation</b>	<b>Job Group</b>	<b>New Designation</b>	<b>Job Group</b>
Assistant Information Officer	'G'	-----	--
Information Officer III	'H'	Information Officer III	'H'
Information Officer II	'J'	Information Officer II	'J'
Information Officer I	'K'	Information Officer I	'K'

-----	--	Senior Information Officer	'L'
Senior Information Officer	'L'	Chief Information Officer	'M'
Chief Information Officer	M	Principal Information Officer	'N'
Assistant Director of Information	'N'	Assistant Director of Information	'P'
Deputy Director of Information	'P'	Snr. Asst. Director of Information	'Q'
Senior Deputy Director of Information	'Q'	Deputy Director of Information	'R'
<b>Director of Information</b>	<b>'R'</b>	<b>Director of Information and Public Communications</b>	<b>'S'</b>

**Note:**

- (i) *The grades of Information Officer III/II, Job Groups 'H/J' and Public Communications Officer III/II, Job Groups 'H/J' for Diploma holders; and Information Officer II/I, Job Groups 'J/K' and Public Communications Officer II/I, Job Groups 'J/K' for Degree holders, will form a common establishment for the purpose of this Scheme of Service.*
- (ii) *The grade of Assistant Information Officer, Job Group 'G' will become obsolete and officers in the grade will convert to Information Officer III, Job Group 'H'.*
- (iii) *The position of Senior Deputy Public Communications Secretary, Job Group 'S' and Public Communications Secretary, Job Group 'T' are specific to the Office of Public Communications and are therefore not covered under the Scheme of Service for Information and Public Communications Personnel.*

**(c) Serving Officers**

Serving officers will adopt and convert as appropriate to the new grading structure and designations provided in the Scheme of Service though they may not be in a possession of the requisite minimum qualifications and/or experience required for appointment to the grades. However, for advancement to higher grades, officers must possess the prescribed minimum qualifications and/or experience required for the grade.

**5. PROVISION OF POSTS**

The Scheme of Service does not constitute authority for creation of post(s). Any additional posts required under the new grading structure provided in the Scheme of Service must be included in the Ministry's establishment proposals for consideration and approval by the Permanent Secretary, Ministry of State for Public Service.

**6. ENTRY INTO THE SCHEME OF SERVICE**

**(a) Direct Appointment**

Direct appointment will normally be made in the grades of Information Officer III/II, Job Groups 'H/J' and Public Communications Officer III/II, Job Groups 'H/J'. However, in exceptional cases, direct appointment may be made beyond these grades

by the Public Service Commission on the recommendation of the Permanent Secretary administering the Scheme and in consultation with the Permanent Secretary, Ministry of State for Public Service provided the candidate is in possession of the minimum qualifications and experience required for appointment to the grade.

**(b) Incremental Credit**

Incremental credit(s) will be awarded for approved experience acquired after obtaining the requisite minimum qualifications for the grade at the rate of one increment for each completed year of approved experience provided the maximum of the scale is not exceeded. In granting incremental credit(s), any period of service and/or experience stipulated as a basic requirement for appointment to a particular grade will be excluded.

**7. ADVANCEMENT WITHIN THE SCHEME**

The Scheme of Service sets out the minimum qualifications and/or experience required for appointment or advancement from one grade to another. It is emphasized, however, that these qualifications, are the minimum requirements that entitle an officer to be considered for appointment to the next grade. In addition, advancement from one grade to another will depend on:

- (i) existence of a vacancy in the authorised establishment;
- (ii) merit and ability as reflected in work performance and results; and
- (iii) approval of the Public Service Commission.

**8. RECOGNISED QUALIFICATIONS**

The following are the recognised qualifications for the purpose of this Scheme of Service:

- (i) The Kenya Certificate of Secondary Education mean grade C with a minimum of C+ in English or Kiswahili and C in any of the following subjects: History, French, German, Religious Education, Social Education and Ethics, Geography, Home Science or any other relevant subject.
- (ii) Diploma in any of the following: Mass Communication, International Relations, Communication Studies, Journalism, Public Relations or any other approved equivalent qualifications from a recognised institution.
- (iii) Bachelors Degree in any of the following; Mass Communication, Communication Studies, Journalism, International Relations, Social Sciences, or any other approved equivalent qualifications from a recognised institution.
- (iv) Post graduate Diploma in any of the following: Mass Communications,

Communication Studies, Public Relations, Journalism, International Relations or any other approved equivalent qualifications from a recognised institution.

- (v) Masters degree in any of the following disciplines: Mass Communication, International Relations, Communication Studies, Information Sciences, Public Relations, Journalism, Social Sciences or any other approved equivalent qualifications from a recognised institution.
- (vi) Proficiency in computer applications.
- (vi) Management course lasting not less than four (4) weeks from a recognised Institution.

## **9. IMPLEMENTATION OF THE SCHEME**

This Scheme of Service will become operational with effect from 1<sup>st</sup> July, 2006. On implementation all serving officers will automatically become members of the Scheme.

## **10. JOB AND APPOINTMENT SPECIFICATIONS**

### **PUBLIC COMMUNICATIONS OFFICERS**

**Appendix 'A'**

#### **I. PUBLIC COMMUNICATIONS OFFICER III, JOB GROUP 'H'**

##### **(a) Duties and Responsibilities**

This will be the entry and training grade for Public Communications Officers. An officer at this level will be deployed in a Ministry/Department Headquarters or in a Public Communications Office to assist in the public communications function. Specific duties and responsibilities will include information gathering on topical issues within the Ministry/Department, verifying its authenticity, editing and dispatching the information for dissemination to the public and media under the guidance of a senior officer.

##### **(b) Requirements for Appointment**

For appointment to this grade, a candidate must:

- (i) have Kenya Certificate of Education (KCSE) mean grade C with a minimum of C+ in English or Kiswahili and C in any other relevant subjects or its approved equivalent qualification;
- (ii) have a Diploma in any of the following disciplines: Journalism, Mass Communication, International Relations, Communication Studies, Public Relations or any other approved equivalent qualifications from a recognized Institution; and

- (iii) be proficient in computer applications.

## **II. PUBLIC COMMUNICATIONS OFFICER II, JOB GROUP 'J'**

### **(a) Duties and Responsibilities**

This will be the entry and training grade for degree holders. An officer at this level will be deployed in a Ministry/Department or in Public Communications Office. Specific duties and responsibilities will include gathering information on existing programmes, significant events and the impact on customers and forwarding the same to the head of Department for dissemination. Work will further entail liaising with media practitioners and the public on issues of mutual concern under the guidance of a senior officer.

### **(b) Requirements for Appointment**

#### **Direct Appointment**

For direct appointment to this grade, a candidate must:

- (i) be in possession of a Bachelors degree in any of the following disciplines: Mass Communication, Communication Studies, Journalism, Public Relations, Social Sciences or any other approved equivalent qualifications from a recognized University/Institution;
- (ii) possess good oral and written communication skills in both English and Kiswahili; and
- (iii) be proficient in computer applications.

#### **Promotion**

For promotion to this grade, an officer must:

- (i) have served in the grade of Public Communications Officer III or in a comparable and relevant position in the Public Service for a minimum period of three (3) years;
- (ii) possess good oral written communication skills in both English and Kiswahili;
- (iii) be proficient in computer applications; and
- (iv) have shown merit and ability as reflected in work performance and results.



### **III. PUBLIC COMMUNICATIONS OFFICER I, JOB GROUP ‘K’**

#### **(a) Duties and Responsibilities**

An officer at this level may be deployed at the Ministry Headquarters or in a Public Communications Office. Duties and responsibilities at this level will entail gathering information on programmes and significant events, editing stories on topical issues in a specific sectoral area, liaising with media practitioners and the public on issues of mutual concern, scheduling interviews with Government officials and managing assigned projects and programmes under the guidance of the head of the Unit/Section.

#### **(b) Requirements for Appointment**

For appointment to this grade, an officer must:

- (i) have served in the grade of Public Communications Officer II or in a comparable and relevant position in the Public Service for a minimum period of three (3) years;
- (ii) have a post graduate diploma in any of the following disciplines, in the case of holders of general social science degrees: mass Communication, Communication Studies, Public Relations, Journalism, International Relations or its equivalent and relevant qualification from a recognised institution/University; and
- (iii) possess good oral and written communication skills in both English and Kiswahili;
- (iv) be proficient in Information Communication Technology including use of internet and intranet services; and
- (v) have shown merit and ability as reflected in work performance and results.

### **IV. SENIOR PUBLIC COMMUNICATIONS OFFICER, JOB GROUP ‘L’**

#### **(a) Duties and Responsibilities**

An officer at this level will mainly be deployed in a Public Communications Office in a Ministry/Department. The officer may also be deployed in a Section at the Ministry Headquarters. Duties and responsibilities at this level will entail; gathering information on programmes and significant events in a specific sectoral area and the impact on customers, and forwarding the same to the head of a Public Communications Unit within a Ministry/Department for dissemination; assisting in the development of communications and media strategy; editing stories on various topical issues before they are released to the public and liaising with media practitioners and the public on issues of mutual concern. In addition, the officer will be responsible for scheduling

interviews with Government officials; managing assigned projects/programmes; and organizing events under the guidance of the head of the Unit/Section.

**(b) Requirements for Appointment**

For appointment to this grade, an officer must:

- (i) have served in the grade of Public Communications Officer I or in a comparable and relevant position in the Public Service for a minimum period of three (3) years;
- (ii) have a Diploma in any of the following disciplines in the case of serving certificate holders: Journalism, International Relations, Mass Communication, Communication Studies, Public Relations or its approved equivalent qualifications from a recognized institution;
- (iii) possess good oral and written communication skills in both English and Kiswahili;
- (iv) possess advanced computer application skills; and
- (v) have shown merit and ability as reflected in work performance and results.

**V. CHIEF PUBLIC COMMUNICATIONS OFFICER, JOB GROUP ‘M’**

**(a) Duties and Responsibilities**

An officer at this level will be deployed in a Public Communications Unit in a Ministry/Department or at the Ministry Headquarters. Duties and responsibilities at this level will entail: gathering information on programmes, significant events in a specific sectoral area and the impact on customers, and forwarding the same to the head of Public Communications Unit for dissemination; assisting in the development of communications and media strategy; editing stories on various topical issues before they are released to the public and liaising with media practitioners and the public on issues of mutual concern.

**(b) Requirements for Appointment**

For appointment to this grade, an officer must:

- (i) have served in the grade of Senior Public Communications Officer or in a comparable and relevant position in the Public Service for a minimum period of three (3) years;
- (ii) have a clear understanding of the working of the media and the socio-political environment in Kenya;

- (iii) possess good oral and written communication skills in both English and Kiswahili;
- (iv) possess advanced computer application skills; and
- (v) have shown merit and ability as reflected in work performance and results.

## **VI. PRINCIPAL PUBLIC COMMUNICATIONS OFFICER, JOB GROUP 'N'**

### **(a) Duties and Responsibilities**

An officer at this level will be deployed in a Public Communications Unit in a Ministry/Department or at the Ministry Headquarters. Duties and responsibilities at this level will entail: gathering information on programmes, significant events in a specific sectoral area and the impact on customers, and forwarding the same to the head of Public Communications Unit for dissemination; assisting in the development of communications and media strategy; editing stories on various topical issues before they are released to the public and liaising with media practitioners and the public on issues of mutual concern. In addition, the officer will be responsible for scheduling interviews with Government officials; managing assigned projects/programmes, and organizing events under the guidance of the head of the Public Communications Unit.

### **(b) Requirements for Appointment**

For appointment to this grade, an officer must:

- (i) have served in the grade of Senior Public Communications Officer or in a comparable and relevant position in the Public Service for a minimum period of three (3) years;
- (ii) have a clear understanding of the working of the media and the socio-political environment in Kenya;
- (iii) possess good oral and written communication skills in both English and Kiswahili;
- (iv) possess advanced computer application skills;
- (v) attended a management course lasting not less than four (4) weeks; and
- (vi) have demonstrated professional and managerial competence as reflected in work performance and results.

## **VII. ASSISTANT DIRECTOR OF PUBLIC COMMUNICATIONS, JOB GROUP ‘P’**

### **(a) Duties and Responsibilities**

An officer at this level will head a Public Communications Unit in a medium sized Ministry/Department or be deployed in the Ministry Headquarters. Duties and responsibilities will entail analyzing information on programmes, significant events and impact on the customers in a specific sectoral area; researching on possible causes of negative publicity on the Government on both local and international press and assisting in the development of appropriate strategies to address the situation; identifying Government events that require packaging for dissemination to the media and the public; and preparing and organizing fora where Government policies, programmes and projects can be propagated and promoted.

In addition, the officer will prepare media supplements, documentaries, press releases/media features; and regularly attend meetings at the Public Communications Office to deliberate on cross cutting issues that require to be centrally disseminated by the Office of Public Communications.

### **(b) Requirements for appointment**

For appointment to this grade, an officer must:

- (i) have served in the grade of Principal Public Communications Officer or in a comparable and relevant position in the Public Service for a minimum period three (3) years;
- (ii) have a Bachelors degree in any of the following disciplines: Mass Communication, Public Relations, Communications Studies, Journalism, International Relations, Social Sciences or any other approved equivalent qualifications from a recognized institution;
- (iii) have a masters degree in any of the following disciplines: Communication Studies; Mass Communication; Journalism, Public Relations; Information Science, Social Sciences or any other approved equivalent qualifications from a recognized institution;
- (iv) possess advanced computer application skills;
- (v) possess good oral and written communication skills in both English and Kiswahili;
- (vi) be a person of high integrity, motivated and a team player; and
- (vii) have demonstrated professional competence and managerial capability as reflected in work performance and results.

## **VIII. SENIOR ASSISTANT DIRECTOR OF PUBLIC COMMUNICATIONS, JOB GROUP ‘Q’**

### **(a) Duties and Responsibilities**

An officer at this level will be deployed at the Ministry Headquarters or as the head of a Public Communication Unit in a large sized/complex Ministry/ Department where he/she will be responsible to the Director of Information and Public Communications for all public communication matters in the Ministry. Specific duties and responsibilities will entail identifying Government events in a specific sectoral area that require packaging for dissemination to the media and the public; preparing and organizing fora where Government policies, programmes and projects can be propagated and promoted; gathering Information on policies, programmes, significant events and how they impact on customers and disseminating the same to the public/media; ensuring proper projection of corporate image of the organization; and carrying out research based on both local and international press on possible causes of negative publicity on Government and developing appropriate interventions.

In addition, the officer will closely liaise with the Public Communications Office on cross cutting issues that require harmonization and dissemination centrally; liaise with the media in undertaking general public relations work, including direct question and answer sessions by Kenyans on various topical issues on behalf of Ministers and Permanent Secretaries; maintaining an effective and updated Ministry/Department website; and facilitating printing of publicity materials for the Ministry/Department and internship to students in institutions of higher learning.

### **(b) Requirements for Appointment**

For appointment to this grade, an officer must:

- (i) have served in the grade of Assistant Director of Public Communications, or in a comparable and relevant position in the Public Service for a minimum period of three (3) years;
- (ii) have a masters degree in any of the following disciplines: Communication Studies; Mass Communication; Journalism, Public Relations; Information Science, International Relations, Social Sciences or any other approved equivalent qualification from a recognized institution;
- (iii) possess good oral and written communication skills in both English and Kiswahili;
- (iv) be of high integrity, motivated, and a team player;
- (v) possess advanced computer application skills; and

- (vi) have demonstrated professional competence and managerial capability as reflected in work performance and results.

## **IX. DEPUTY DIRECTOR OF PUBLIC COMMUNICATIONS, JOB GROUP 'R'**

### **(a) Duties and Responsibilities**

An officer at this level will head the Public Communications Division at the Ministry Headquarters. He/she will be responsible to the Director of Information and Public Communications for professional, administrative and operational matters relating to public communications in Ministries/Departments. Specific duties and responsibilities will entail initiation/review of public communications policy and design of appropriate programmes and infrastructure to facilitate its implementation; initiating research on various public communication issues and developing appropriate interventions; and developing standards and regulations in the management of public communications functions. In addition, the officer will liaise with the Office of the Public Communications. identifying Government events that require packaging for dissemination to the media and the public; preparing and organizing fora where Government policies, programmes and projects can be propagated and promoted; and carrying out research based on both local and International press on possible causes of negative publicity on the Government and developing appropriate interventions

In addition, duties will include preparing media supplements, documentaries, press release/media features; deployment of public communications personnel; succession planning as well as ensuring training and development of public communications personnel.

### **(b) Requirements for Appointment**

For appointment to this grade, an officer must:

- (i) have served in the grade of Senior Assistant Director of Public Communications or in a comparable and relevant position in the Public Service for a minimum period of three (3) years;
- (ii) have a Masters degree in any of the following disciplines: Mass Communication, Communication Studies, Information Sciences, Public Relations, International Relations, Journalism, Social Sciences or any other approved equivalent qualifications from a recognized institution;
- (iii) have a clear understanding of the National Development Goals, Vision 2030, Millennium Development Goals and the role of Public Communications in achievement of the same;
- (iv) possess strong leadership skills required at that level;

- (v) possess good oral and written communications skills in both English and Kiswahili;
- (vi) be of high integrity, motivated and a team player;
- (vii) possess advanced computer applications skills; and
- (viii) have demonstrated high degree of professional competence and managerial capability in public communications work.

## **INFORMATION OFFICERS**

## **APPENDIX 'B'**

### **II. INFORMATION OFFICER III, JOB GROUP 'H'**

#### **(a) Duties and Responsibilities**

This will be the entry and training grade for Information Officers. An officer at this level will be deployed either at the Ministry Headquarters or in a field office to assist in information services work. Duties and responsibilities will include gathering news, verifying authenticity of news; initial editing and dispatching news and features to the Departmental Headquarters and media houses.

#### **(b) Requirements for Appointment**

For appointment to this grade, a candidate must:

- (i) have Kenya Certificate of Secondary Education (K.C.S.E) mean grade C with a minimum of C+ in English or Kiswahili and C in any other relevant subject or equivalent qualifications from a recognized institution;
- (ii) have a Diploma in any of the following: Journalism, Mass Communication, Internal Relations, Communication Studies, or any other approved equivalent qualifications from a recognized Institution; and
- (iii) be proficient in computer applications.

### **II. INFORMATION OFFICER II, JOB GROUP 'J'**

#### **(a) Duties and Responsibilities**

An officer at this level will be deployed at the Ministry Headquarters, a District Information Office or in a Rural Press Office. Duties and responsibilities will entail gathering, receiving, verifying, translating and editing news and features from various sources; determining the quality of news in relation to original stories filed or received from News Agencies and relating their relevance to Government policy; and monitoring other media under the guidance of a more senior officer.

## **(b) Requirements for Appointment**

### **Direct Appointment**

For direct appointment to this grade, a candidate must:

- (i) be in possession of a Bachelors degree in any of the following disciplines: Mass Communication, Communication Studies, Journalism, International Relations, Social Sciences or any other approved equivalent qualifications from a recognized University/Institution;
- (ii) possess good oral and written communication skills in both English and Kiswahili; and
- (iii) be proficient in computer applications.

### **Promotion**

For promotion to this grade, an officer must:

- (i) have served in the grade of Information Officer III or in a comparable and relevant position in the Public Service for a minimum period of three (3) years;
- (ii) possess good oral and written communication skills in both English and Kiswahili;
- (iii) be proficient in computer applications; and
- (iv) have shown merit and ability as reflected in work performance and results.

## **III. INFORMATION OFFICER I, JOB GROUP 'K'**

### **(a) Duties and Responsibilities**

An officer at this level may be deployed at the Ministry Headquarters, field office or at a Rural Press Office. The officer will be expected to handle fairly sensitive and complex news items that require objective judgement. Specific duties and responsibilities will include gathering, receiving, editing and verifying news and features from different parts of the District, and relating them to the Government policy. At provincial level, duties will include receiving news from districts, translating, sub-editing and writing of features.



**(b) Requirements for Appointment**

For appointment to this grade, an officer must:

- (i) have served in the grade of Information Officer II or in a comparable and relevant position in the Public Service for a minimum period of three (3) years;
- (ii) have a post graduate diploma in any of the following disciplines, in the case of holders of general Social Science degrees: Mass Communication, Communication Studies, Journalism, International Relations, Social Sciences or any other approved equivalent qualifications from a recognized University/Institution;
- (iii) possess good oral and written communication skills in both English and Kiswahili;
- (iv) be proficient in Information Communication Technology including use of internet and intranet services; and
- (v) have shown merit and ability as reflected in work performance and results.

**IV. SENIOR INFORMATION OFFICER, JOB GROUP ‘L’**

**(a) Duties and Responsibilities**

An officer at this level will be deployed at the Ministry Headquarters, in a Provincial Information Office, District Information Office, Rural Press Office or Bureau Office. Specific duties and responsibilities will entail management of news i.e. receiving, selecting, re-writing, translating and editing news and features; ensuring quality dissemination of news; and supervising, guiding and coordinating staff and other resources in the office.

**(b) Requirements for Appointment**

For appointment to this grade, an officer must:

- (i) have served in the grade of Information Officer I or in a comparable and relevant position in the Public Service for a minimum period of three (3) years;
- (ii) have a diploma in any of the following disciplines, in the case of serving certificate holders: Journalism, Mass Communication, International Relations, Communication Studies, Public Relations or its approved equivalent from a recognized institution;
- (iii) possess good oral and written communication skills in both English and Kiswahili;

- (iv) possess advanced computer application skills; and
- (v) have demonstrated merit and ability as reflected in work performance and results.

## **V. CHIEF INFORMATION OFFICER, JOB GROUP ‘M’**

### **(a) Duties and Responsibilities**

An officer at this level will mainly be deployed as the head a District Information Office, News Bureau, a Rural Press Unit or deputise the Provincial Information Officer. The officer may also be deployed at the Ministry Headquarters. Duties and responsibilities will include handling and management of news i.e. receiving, selecting, re-writing, translating and editing news and features; ensuring quality dissemination of news and features; supervision and co-ordination of screening of film shows by the Mobile Cinema Unit and aligning information services to the Government policy. In addition, the officer will be responsible for proper use of finances, stores and equipment; identification and co-ordination of staff training and development; and supervision and guidance of staff.

### **(b) Requirements for Appointment**

For appointment to this grade, an officer must:

- (i) have served in the grade of Senior Information Officer or in a comparable and relevant position in the Public Service for a minimum period of three (3) years;
- (ii) have a clear understanding of working of the media;
- (iii) possess advanced computer applications skills;
- (iv) possess good oral and written communication skills in both English and Kiswahili; and
- (v) have shown merit and ability as reflected in work performance and results.

## **VI. PRINCIPAL INFORMATION OFFICER, JOB GROUP ‘N’**

### **(a) Duties and Responsibilities**

An officer at this level will be deployed as a Provincial Information Officer or in a Unit at the Headquarters. Specific duties and responsibilities will entail management of news; co-ordination of information services; carrying out research on local and International press on public opinion on the Government; identifying events that require packaging and dissemination to the media; and preparing media supplements, documentaries and features. In addition, the officer will supervise and guide staff under him/her.

**(b) Requirements for appointment**

For appointment to this grade, an officer must:

- (i) have served in the grade of Chief Information Officer or a comparable and relevant position in the Public Service for a minimum period of three (3) years;
- (ii) have a clear understanding of working of the media;
- (iii) possess advanced computer application skills;
- (iv) have attended a management course lasting not less than four (4) weeks from a recognized Institution; and
- (v) have demonstrated professional and managerial competence in information work as reflected in work performance and results.

**VII. ASSISTANT DIRECTOR OF INFORMATION, JOB GROUP ‘P’**

**(a) Duties and Responsibilities**

An officer at this level will be deployed as a head of a Section at the Ministry Headquarters. Specific duties and responsibilities will entail: development of communication and media strategy; management of news; co-ordination of Information services; carrying out research on local and International press on public opinion towards the Government; identifying events that require packaging and dissemination to the media; preparing media briefs, supplements, documentaries and features; ensuring proper use of finances, stores, equipments; and supervision, guidance, training and development of staff.

**(b) Requirements for appointment**

For appointment to this grade, an officer must:

- (i) have served in the grade of Principal Information Officer or in a comparable and relevant position in the Public Service for a minimum period of three (3) years;
- (ii) have a Bachelors degree in any of the following disciplines: Mass Communication, Communication Studies, Journalism, International Relations, Public Relations, Social Sciences or any other approved equivalent qualifications from a recognized University/Institution;
- (iii) have a Masters degree in any of the following disciplines: Mass Communication, Communication Studies, Public Relations, Journalism,

Information Science, International Relations, Social Sciences or any other approved equivalent qualifications from a recognized institution;

- (iv) possess good oral and written communication skills in both English and Kiswahili;
- (v) possess advanced computer application skills;
- (vi) be a person of integrity, motivated and a team player; and
- (vii) have demonstrated professional competence in information services work and managerial capability as reflected in work performance and results.

### **VIII. SENIOR ASSISTANT DIRECTOR OF INFORMATION, JOB GROUP ‘Q’**

#### **(a) Duties and Responsibilities**

An officer at this level will be deployed at the Headquarters to head a Section such as Kenya News Agency, Media Services and Research, Features and Electronic Media, Rural Press, Publications, Mobile Cinema, Information Services/Administration. Specific duties and responsibilities will entail monitoring implementation of Government policies, programs and directives through collection and dissemination of Information; development of communication and media strategy; management of news; co-ordination of Information services; carrying out research on local and International press on public opinion towards the Government; identifying events that require packaging and dissemination to the media; preparing media briefs, supplements, documentaries and features; ensuring proper use of finances, stores, equipments; and supervision, guidance, training and development of staff. In addition, the officer will ensure efficient and effective use of office resources; coordination of operations and activities in the Division; and ensuring supervision, training and development of staff.

#### **(b) Requirements for Appointment**

For appointment to this grade, an officer must:

- (i) have served in the grade of Assistant Director of Information or in a comparable and relevant position in the Public Service for a minimum period of three (3) years;
- (ii) have a Masters degree in any of the following disciplines: Mass Communications, Journalism, Communication Studies, Public Relations, Information Science, International Relations, Social Sciences or any other approved equivalent qualifications from a recognized institution;
- (iii) possess good oral and written communication skills in both English and

Kiswahili;

- (iv) possess advanced computer application skills;
- (v) be of high integrity, motivated and a team player;
- (vi) have demonstrated professional competence in information services work as well as managerial capability as reflected in work performance and results.

## **IX. DEPUTY DIRECTOR OF INFORMATION, JOB GROUP ‘R’**

### **(a) Duties and Responsibilities**

The Deputy Director of Information will be responsible to the Director of Information and Public Communications for professional, administrative and operational matters relating to information and news services. Specific duties and responsibilities will entail initiation of information policy formulation and review and design of appropriate programmes to facilitate its implementation; coordination of information services, including collection, analysis and dissemination of information to the public and media; initiating research on various information services issues and developing appropriate interventions; and developing standards and regulations in management of information. In addition, the officer will be responsible for management of finances and assets in the Division; and human resource training, development and deployment in the Division.

### **(b) Requirements for Appointment**

For appointment to this grade, an officer must:

- (i) have served in the grade of Senior Assistant Director of Information or in a comparable and relevant position in the Public Service for a minimum period of three (3) years;
- (ii) have a Masters degree in any of the following fields: Mass Communication, Communication Studies, Information Science, Public Relations, Journalism, International Relations, Social Sciences or any other approved equivalent qualifications from a recognized institution;
- (iii) have clear understanding of National Development Goals, Vision 2030, Millennium Development Goals and the role of management of information in the achievement of the same;
- (iv) possess strong leadership skills required at that level;
- (v) possess advanced computer application skills;
- (vi) be of high integrity, motivated and a team player; and

- (vii) possess good oral and written communications skills in both English and Kiswahili; and
- (viii) have demonstrated outstanding professional competence in information and managerial capability as reflected in work performance and results.

**X. DIRECTOR OF INFORMATION AND PUBLIC COMMUNICATIONS, JOB GROUP ‘S’**

**(a) Duties and Responsibilities**

This is the highest grade in the Public Communications and Information Officers Cadres. The Director will be responsible to the Permanent Secretary, Ministry of Information and Communications for the formulation, implementation and co-ordination of Information and Public Communication policies, strategies, programmes and significant events in the Public Service. Specific duties and responsibilities will involve: advising the Permanent Secretary on Information and Public Communications issues; co-ordinating research and development on emerging issues on information and Public Communications; monitoring information and public communications polices and programs and reviewing them as appropriate; preparing information and public communications reports/briefs; ensuring professional ethics and consistence in information gathering and dissemination in Ministries/Departments; and liaising with the Office of Public Communications on cross cutting issues that need to be centrally disseminated to the public.

**(b) Requirements for appointment**

For appointment to this grade, an officer must:

- (i) have served in the grade of Deputy Director of Information/Public Communications or in a comparable and relevant position in the Public Service for a minimum period of three (3) years;
- (ii) have a Masters degree in any of the following disciplines: Mass Communication, Communication Studies, Information Sciences, Public Relations, Journalism, International Relations, Social Sciences or any other approved equivalent qualifications from a recognized institution;
- (iii) possess strong leadership skills required at that level;
- (iv) possess excellent oral and written communication skills in both English and Kiswahili;
- (v) be of high integrity, motivated and a team player with ability to strategically think, plan and implement information and public communication

programmes;

- (vi) possess advanced computer application skills;
- (vii) have a clear understanding of National Development Goals, Policies and Programmes, vision 2030, Millennium Development Goals and the ability to translate the role of Information and Public Communications towards realization of the same; and
- (viii) have demonstrated outstanding professional and managerial competence in management of Information and Public Communications function as reflected in work performance and results.