

PURITY M. OMARIBA

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portfolio & CV

COMMUNICATIONS SPECIALIST

PROFESSIONAL SUMMARY

Results-oriented Communications Specialist with over 5 years of experience in media relations, public advocacy, and strategic communication within the development sector. Proven expertise in managing internal, external, and digital communications. I turn program needs into impactful projects, deliver creative multimedia content and manage content calendars. Skilled in producing creative multimedia content, managing content calendars, and leading web and social media strategies, I balance creativity with disciplined delivery to ensure communications align with organizational goals. Adaptable and collaborative, I bring energy and precision to every project, leveraging digital tools and storytelling to amplify impact. With a proven ability to craft narratives that inspire action, I am committed to building trust, protecting brand credibility, and ensuring communications resonate with diverse audiences.

KEY SKILLS AND COMPETENCIES

- Strategic Communication and Advocacy Planning
- Media Relations and Press Management
- Gender Mainstreaming and Sensitive Messaging
- Web and Social Media Management
- Knowledge Management and Capacity Building
- Communication Needs Assessment
- Content Production and Graphic Design Standards
- Stakeholder Engagement and Partnerships
- Monitoring and Evaluation of Communication
- Crisis Communication

WORK EXPERIENCE

Communications and Public Engagement Officer

Jan 2023 - Current

International Solidarity Foundation-Partners | Kisii, Nyamira, Kenya

- Lead communication and public engagement for 2 partner organizations—CECOME and Manga HEART—implementing a total of 6 projects focused on GBV prevention, Educational support, Civic Education, Livelihood promotion and Enterprise Development.
- Map stakeholder interests and emerging narratives, identifying collaboration opportunities to strengthen partnerships and support advocacy objectives.
- Design and execute gender transformative communication strategies for 6 funded projects, ensuring 100% alignment with advocacy goals and donor visibility guidelines.
- Manage end-to-end content production: conceptualization, scripting, filming, editing, graphic design, livestream production, photography, and dissemination across digital platforms.
- Oversee the digital content management for 12+ social media channels (across 2 partner organizations), achieving a sustained engagement growth rate of 15% quarter-on-quarter.
- Coordinate 20+ high-visibility media engagements (including TV interviews, Radio talk shows and Facebook Live sessions), directly connecting duty bearers with community members to promote policy dialogue.

- Facilitate annual capacity building workshops for 30+ journalists and influencers, for each partner organization equipping them with skills in gender sensitive reporting to amplify project milestones.
- Conduct communication needs assessments by gathering stories, participant views and analyzing feedback from 500+ community beneficiaries — translating them into proposals and shortened presentations that enhance resource mobilization and donor appeal, and using data to refine messaging and improve outreach impact.
- Design and implement advocacy tools instrumental in developing advocacy manuals and Terms of Reference (TORs) for digital campaigns, ensuring effective use across programs and stakeholders.
- Curate advocacy messages tailored for diverse audiences, innovate campaigns that drive visibility, and communicate behavior change through compelling visuals and infographics.
- Develop IEC materials for each organization applying narrative power and vernacular indexing, shaping stories, perceptions, and actions using everyday local language to make communication relatable and demonstrate how storytelling influences social change.
- Budget management: set budgets for communications activities, monitor expenditure, and reallocate funds where necessary. Manage supplier relationships, monitoring delivery timelines, negotiating renewals, and requesting quotations to ensure value for money and timely delivery of communication outputs.
- Led strategic communication initiatives for 30 grantee groups under the EU-funded Financial Support to Third Parties program, coordinating messaging and visibility across three cohorts of 10 groups each to amplify project impact and stakeholder engagement.
- Featured in the Red Nose Campaign as a storyteller highlighting life without FGM; the narrative continues to be used internationally for fundraising and advocacy, amplifying the power and resilience of women without the cut.

Communication and Advocacy Lead

Sept 2021 - Dec 2022

Inuka Success Organization | Kisumu, Garissa, Kenya

- Launched and coordinated 3 major in-country campaigns, increasing public awareness on GBV and anti-FGM issues by over 60% across Kisumu and Garissa Counties.
- Secured media coverage in 10+ local and national outlets by building strong relationships with the press, significantly boosting the visibility of grassroots initiatives.
- Provided training and workshops on communication and advocacy to 25+ staff and volunteers, ensuring internal teams were aligned with strategic messaging and organizational goals.
- Liaised with County leadership and advocacy partners to ensure that newsworthy information reached public decision makers, contributing to policy discussions on community safety.
- Maintained and updated a database of relevant contacts (journalists and influencers), ensuring the organization leveraged these partnerships for consistent public engagement.
- Provided advice and guidance on advocacy messaging to volunteers, resulting in more consistent and impactful public communication efforts.

Communications Assistant

Feb 2020 - Aug 2021

Universal Lighthouse Kenya | Kisumu, Kenya

- Captured and shared success stories of beneficiaries, showcasing resilience and the transformative impact of mobility support and psychosocial care.
- Designed IEC materials, quarterly newsletters, and multimedia content tailored for diverse audiences across social media, radio, and community forums.
- Supported disability inclusion campaigns, promoting dignity, equal opportunities, and alignment with Kenya's disability rights frameworks.
- Mapped stakeholder interests and emerging narratives to strengthen partnerships with donors, service providers, and local leaders.
- Provided communications support during mobility clinics and psychosocial workshops ensuring visibility of ULH's impact.
- Managed ULH's social media channels, expanding reach and engagement by tailoring content for youth, professionals, and grassroots audiences.

- Maintained the stakeholder and media database, ensuring timely logistics and attendance for all organizational events and press activities.

ADDITIONAL WORK EXPERIENCE

Apr 2018 - Dec 2020: Research Assistant | Pan African Malaria Control Association, Kwale and Busia

EDUCATION

Master of Communication Studies
Kisii University, Kisii

Expected Grad Date: 2028

Bachelor of Applied Communication
Multimedia University of Kenya

2019

Diploma in Mass Communication
Nairobi Aviation College, Kisumu

2015

PROFESSIONAL TRAINING

- Disability Awareness and Etiquette Training | United Disabled Persons of Kenya, 2026
- Safeguarding Training | Independent consultant, 2026
- Mental Health and Wellbeing Training | Core Concepts, 2025
- Male Engagement Training | Men Engage Kenya Network, 2025
- Media Advocacy masterclass | Equality Now, 2024
- Communication, Advocacy and Resource Mobilization Mentorship Session | AMREF Health Africa, 2024
- Budget Advocacy | Uraia Trust/Equality Now, 2024
- Organization Development System Strengthening Training | AMREF Health Africa, 2024
- Legal and Media Advocacy Training - Equality Now, 2024
- Psychological First Aid Training | World YWCA, 2024
- Communication and Storytelling | Equality Now, 2023
- Local journalists and social media influencers Training | International Solidarity Foundation, 2023-2026
- Media engagement | White Ribbon Alliance, 2022
- Strategic communication | GEM Trust Africa, 2022

REFERENCES

1. Ireneous Kombe

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