

# Ida Rob-Maritim

## Communications Specialist

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Nairobi, Kenya

## SUMMARY

Communications Specialist with a track record of driving successful strategies across digital, print, and social media. Skilled in crafting compelling messages, engaging stakeholders, and managing projects to deliver impactful results.

Leverages data-driven insights and storytelling expertise to enhance brand visibility and drive organizational success.

## LANGUAGE PROFICIENCY

English | Swahili

## EXPERIENCE

### Communications and Media Manager

Save the Children

12/2023 - Present

Spearhead innovative, data-driven communication strategies across Kenya and Madagascar, leveraging cutting-edge digital platforms and traditional media to amplify child-centered policy initiatives.

### Corporate Communications Manager

USAID AMPATH Uzima

11/2022 - 11/2023

Develop and execute comprehensive communication strategies across multiple channels, encompassing brand management, media relations, content creation, digital presence, and internal communications to achieve program goals, enhance visibility, and foster stakeholder engagement for the USAID-funded USAID Ampath Uzima worth USD. 56M

### Communication Lead

East Africa Philanthropy Network

11/2022 - 11/2023

Had oversight of all membership interactions and directing strategy for member engagement, communication, and development projects. Facilitated effective information dissemination, stakeholder engagement, and brand positioning within the philanthropic landscape of the region. Employed strategic communication methodologies to enhance the network's visibility, amplify its impact, and foster meaningful relationships with key stakeholders. By leveraging various communication channels and employing tailored messaging, I ensured effective knowledge transfer, fostered collaboration, and facilitated the growth in membership and engagement.

### Associate Consultant

InPath Consulting

11/2018 - 05/2019

Led multifaceted projects encompassing research, media relations, and fundraising for diverse clients including New Life Home Trust, BrandSpark PR, and The Graça Machel (note symbol below the c). Developed impactful IEC materials, facilitated workshops, and implemented transformational initiatives that enhanced organizational growth and stakeholder engagement. Consistently deliver high-quality outcomes, fostering client satisfaction and driving tangible results across various communication domains.

### Professional Congress Organizer

Skal International Congress

07/2018 - 10/2018

Part of the Professional Congress Organizer team that delivered a seamless international event attended by over 450 international delegates by expertly managing the venues, accommodation, transportation, and registration processes. Negotiated key vendor contracts, sponsorship packages, and media partnerships optimizing resources to elevate participant experience. Meticulous planning and execution ensured smooth operations, directly contributing to the achievement of Congress objectives. The total sum of media coverage was Kes. 20,000,000

### Knowledge Management and Communications Manager

IntraHealth International - Nairobi, Kenya 03/2017 - 04/2018

Communications Lead for \$38M USAID funded Human Resources for Health project spanning 27 high disease burden counties. Implemented strategic knowledge management systems, enhancing cross-team collaboration and information dissemination. Drove impactful stakeholder engagement, significantly improving project visibility and outcomes through targeted communication initiatives.

### Associate Consultant

InPath Consulting

11/2013 - 02/2017

Provided strategic research and communication services, including media strategy development, capacity building, and facilitation of workshops. Led the creation of promotional, IEC, and advocacy materials. Played a key role in project management, conducting thorough research to identify insights and opportunities. Fostered collaboration across teams, ensuring client satisfaction, while leveraging data-driven strategies to support transformational initiatives and drive organizational growth. Clients included: Plan International, Centre for the Study of Adolescents, Global Fund for Women and County Government of Wajir

### Communications & Marketing Coordinator

Association of International Schools in Africa (Aisa) - Nairobi, Kenya

09/2011 - 02/2013

Lead strategic communication and marketing initiatives for the association utilizing expertise in brand positioning and audience segmentation to craft compelling messaging and develop targeted marketing campaigns. Towards increasing membership and positioning the association as a go-to community for international education. Increased business membership by 20%.

### Programme Officer,

Civic Education, Mobilization And Outreach Committee of Experts on Constitutional Review

06/2009 - 09/2010

Ensured timely implementation of the program work plan in line with the Committee of Experts (CoE) on Constitutional (CoE) through program design and implementation, development of IEC and training materials, civic education and outreach forums, proposal writing, and donor liaison.

### Communications Manager

Education Centre for Women in Democracy (ECWD) / WOMEN DIRECT Service Centre

01/2005 - 10/2008

Designed, monitored and evaluated network communication components, lobbying and advocacy including budgeting, membership recruitment and training. Women Direct network was a coalition of women organizations drawn from six countries in the greater East Africa region i.e. Burundi, Ethiopia, Kenya, Rwanda, Tanzania and Uganda.

### PR Executive

Strategic Public Relations & Research 08/2003 - 12/2004

Supported market and social research projects, report writing and editing, event management, and logistics.

## EDUCATION

### 2010 - 2012

Master of Science in Organizational Development United States International University - Kenya

### 1999 - 2003

Bachelor of Arts In Communication (Public Relations & Business Administration) Daystar University - Kenya

## CERTIFICATIONS

Strategic Communications in Africa by the Comms Avenue February 2025

Media Certificate: Save the Children 2024

Certificate: Digital Strategy - 2016 Digify Africa

Public Procurement & Disposal Act 2005 And Regulations - 2009

Kenya Institute Of Supplies Management (KISM) -Kenya

Gender Budgeting, Communication Skills, Partnerships And Gender Advocacy -2007

Ministry Of Justice And Constitutional Affairs -Kenya

## STRENGTHS

### Strategic Communication

- ▶ Possess the ability to develop and execute communication strategies aligned with organizational goals and target audience needs.

### Writing and Editing

- ▶ Possess proficiency in crafting clear, concise, and compelling written content for various communication channels, including press releases, articles, reports, and social media posts. Strong editing and proofreading skills to ensure accuracy and consistency.

### Media Relations

- ▶ Builds and maintains relationships with media professionals, understanding media landscapes, and effectively pitching stories and securing media coverage.

### Stakeholder Engagement

- ▶ Skilled in engaging and building relationships with diverse stakeholders, such as clients, employees, partners, and community members. Ability to communicate effectively and adapt messaging to different audiences.

### Digital Communication

- ▶ Familiarity with various digital communication platforms, including social media, websites, email marketing, and online content management systems. Proficiency in utilizing digital tools to enhance communication and engagement.

### Analytics and Measurement

- ▶ Has the ability to analyze data and metrics to evaluate the effectiveness of communication strategies and campaigns. Proficiency in using analytics tools to gather insights and make data-driven decisions.

### Cultural Sensitivity

- ▶ Possess awareness and understanding of cultural nuances and the ability to tailor communication approaches accordingly in diverse contexts.

## CAREER HIGHLIGHTS

At the East Africa Philanthropy Network, I identified the need for website revamp, proposing a complete overhaul with enhanced visuals and strategic messaging to position the organization as a thought leader. This initiative was successfully executed in July 2022.

By continuously developing captivating content for the EAPN LinkedIn page, I significantly increased the follower count from 100 in May 2021 to over 1000 by April 2022, driving engagement and expanding the network's reach.

Effectively orchestrated a grand 25th anniversary celebration and guided the organization to conceptualise 'Pamoja Twajali,' a campaign that continues to be the cornerstone of fundraising efforts. This endeavor encompassed various activities, including creating both offline and online promotional materials, meticulous data cleaning, disseminating communications to diverse stakeholders, securing sponsorships for the gala dinner, and meticulously managing logistical aspects.

I devised a highly effective social media strategy, including influencer briefs, for the 7th East Africa Philanthropy Conference. As a result, the event became a top trending topic on Twitter, generating extensive online buzz and maximizing visibility during the conference in October 2021.

## INDUSTRY EXPERTISE

- Strategic Communication:
- Content Creation:
- Media Relations:
- Social Media Management:
- Crisis Communication:
- Brand Management:
- Marketing:
- Digital Media:
- Analytics:
- Project Management including proposal writing and fundraising:
- Event Management and logistics
- Account Management
- Proposal Writing and Fundraising

## Referees

### 1. Sandra Musoga

Head of Advocacy and Campaigns  
Email: sandra.musoga@savethechildren.org  
Phone: 0722 766 409

### 2. Dr. Beatrice Jakait

Deputy Chief of Party  
USAID Ampath Uzima  
Email: bjakait@usaidampathuzima.org  
Tel: 254 722 603485

### 3. Dr. Janet Muriuki

Country Director Kenya  
IntraHealth International  
Tel: +254 724 499812