

act:onaid Job Description and Person Specification

Job Title:	PROJECT COORDINATOR – I Like Local		
Department:	Programmes	Job Family:	
Reports to: <i>(incl matrix reporting)</i>	Social Entrepreneurship Programme Lead	Grade:	D
Location:	Nairobi, Kenya		
Direct Reports:	None		
Job Role			
Role Overview:	<p>The development objective of the partnership is to contribute to improved economic opportunities for youth and women through participation in the platform economy in tourism via I Like Local/ www.i-likelocal.com (ILL). It tackles the problem of the unequal distribution and leakage of tourism income. The commercial objective of the partnership is to scale supply and demand of ILL through the partnership with ActionAid (AA) thereby increasing its social impact and, by extension, strengthen diversified and sustainable income flows to the communities involved. The business case operates hand in hand with the development objective, as leveraging AA's network of community organisations (CO) and experience in international development both increases economic opportunities for marginalised communities and individuals, and opens up new and increased income streams for ILL.</p> <p>The expected result of this is to implement a sustainable and scalable two-fold model of providing entry into the tourism sector for marginalised groups and individuals. The overall aim of the partnership is to create economic opportunities for youth and women through participation in the tourism platform economy. The goal within a 4-year period is to develop the ILL/AA partnership in Kenya and from there build out significant coverage of sustainable, alternative tourist options which will compete with traditional forms of tourism with a high potential for replication in further countries. The partnership will use the influence and presence obtained to advocate for sustainable and responsible tourism in collaboration with key stakeholders such as Ecotourism Kenya, Kenya Tourism Board and UNWTO. The vision is that in the next 3-4 years, the project will scale to at least one neighbouring East African country (likely Uganda / Tanzania). In 10-15 years, the vision is that the program will be widespread and successful across numerous countries with an AA presence. Furthermore, that the model will prove to be replicable by other NGOs either in collaboration with ILL or other community tourism platforms. The project coordinator's role is to ensure successful onboarding of individuals and CBOs to the I Like Local platform in compliance with Danida guidelines, the MoU signed between AAIK, AADK and I Like Local, and in compliance with all AAIK policies.</p>		
Accountabilities			
Key Accountabilities / Responsibilities:	Key Activities		
Values Practice & Strategy Change Priorities	<ul style="list-style-type: none"> Leading Innovation and Change - Establish a culture of excellence in respect to a team that values experimentation and continuous improvement of the traditional NGO model 		

act:onaid Job Description and Person Specification

	<ul style="list-style-type: none"> • Feminist Leadership – Championing feminist leadership principles and values including commitment to diversity and inclusion (race, gender, power) • SHEA and safeguarding – Embed AAIK and sector’s approach to child protection and Safeguarding is embedded in all initiatives holistically • AAIK Values Practice – Ensure a personal and team culture that demonstrates all of AAI’s Values including Mutual Respect, Equity and Justice, Integrity, Solidarity with people Living in Poverty and Exclusion, Courage of Conviction, Independence and Humility.
<p>Compliance</p>	<ul style="list-style-type: none"> • Assessing compliance to the agreed approach, quality and impact areas as committed in the Country Strategy Plan • Generating evidence of impact for accountability purposes requested by Danida. • Ensuring compliance with the MoU signed by AAIK, I Like Local and AADK. • Ensuring donor compliance on all aspects of the project • Ensuring compliance with all AAIK policies
<p>Resource Mobilisation</p>	<ul style="list-style-type: none"> • Support strategic fundraising for Economic Empowerment projects, research, and advocacy. • Create technical knowledge and content on current/previous programming, to develop proposals for funding and support new programmes support for the achievement of country strategic objectives. • Support fundraising team on developing and maintaining contacts with potential donors, partners, and key technical agencies. • Reflect programme quality in new partnerships and build the capacity of partners to do effective programming on I like local project. • Collect data from the fields that reflects community priorities and government policies for new programming opportunities. • Resource mobilization for sustainability of the project
<p>Programme Management</p>	<ul style="list-style-type: none"> • Pilot, map, and longlist community-based organizations for onboarding on the I Like Local platform • Training of individual host facilitators and selected CBOs for onboarding on I like Local’s platform • Run through CBO activities for final quality assurance and ensure high quality photographs of the activities and the hosts for the ILL website • Contextualized market analysis, development of a marketing strategy and plan, implementation of marketing and outreach strategies and implementation of sales strategy and plan • Create and host online trainings and webinars, freely available, focusing on reaching a wider network of individuals interested in developing socially and environmentally friendly activities • Increase the awareness on responsible and sustainable business practice within tourism through stakeholder mapping of and outreach to influential players within sustainable tourism and tourism policy, content creation, participation in events, advocacy towards authorities in Kenya on sustainable tourism • Monitoring, evaluation and documentation of project learnings and reflections • Social media management
<p>People Management, Mentoring and Development</p>	<ul style="list-style-type: none"> • Manage and define expectations around I like local reports regularly. • Build and maintain technical skills and competences for all staff implementing I like local project for quality development. • Establish measurable objectives, ongoing feedback, periodic reviews and

act:onaid Job Description and Person Specification

	fair and unbiased evaluations; coaching, mentoring and other development opportunities; recognition and rewarding for outstanding performance; documentation of performance that is less than satisfactory, with appropriate performance improvement plans.
Other Duties	<ul style="list-style-type: none"> Actively participate in key relevant internal meetings such as programme review meetings or LRP Area meetings as required. Participate in any donor visit to project(s) within AAIK, as required. Perform other functions that will be assigned by the Line Manager or Executive Director from time to time.
Typical People Management Responsibility	
Approximate number of people managed in total	0
Matrix Manager – (projects/dotted line)	No
Team Leader	No
Manager of Team Leaders/Managers	No
What is the global remit? Operates in: East Africa	
Own country	Yes
Key Relationships to reach solutions	
Internal (to ActionAid or team)	External
Programmes team, LRP teams, Finance team, Communications team, Procurement, HR, ED	International Platforms, Partner community, CBOs, NGOs, networks and alliances, Ecotourism Kenya, Kenya Tourism Board and UNWTO
Peers	Global Platform team
GS and other staff	International donors, media
Person Specification	
Education & Certifications	<ul style="list-style-type: none"> A bachelor's degree in communications, social studies, or any development field
Experience	<ul style="list-style-type: none"> At least 3 years of experience working within the social entrepreneurship field Documented work with alternatives to economic empowerment for marginalised youth and women Documented experience with project coordination, implementation, documentation, and reporting Documented experience in sales and marketing Documented experience working with youth, women, and marginalised groups
Essential knowledge & skills	<ul style="list-style-type: none"> A strong commitment to AA's vision, mission and values, especially the rights-based approach and the principles of equal opportunity as outlined in AAIK Code of Conduct. A strong commitment to adhering to and promoting AAIK's approach to Sexual Harassment, Exploitation, and Abuse and other Safeguarding concerns (including child abuse and abuse of adults at-risk). Good communication and interpersonal skills. Great understanding of what constitutes alternative tourist activities for international I Like Local clients Strong conceptual and analytical skills. Competence in program cycle management and strong drafting ability. Excellent communication, report writing and facilitation skills.

act:onaid Job Description and Person Specification

		<ul style="list-style-type: none"> • Demonstrable versatility in use of Microsoft 360 • Ability to work in a diverse team environment. • Experience with working with community-based organizations. • Experience in evaluation processes. • Experience in data collection and analysis.
Competency Profile		
Leading organisation	Strategic perspective	Demonstrate alignment of the organisation's strategic priorities and goals.
	Change management	Uses effective strategies to facilitate organisation change initiatives and overcome resistance to change by involving others, listening, and building commitment.
	Decisiveness and Agility	Prefers quick and appropriate actions in many management situations, able to adapt and respond to fast changing eco system/environment.
Leading others	Leading Teams	Attracts, motivates, and develops high performing teams.
	Building Collaborative Relationship	Builds productive working relationships with co-workers and external parties, whilst valuing diversity (gender, race, culture).
	Communication	Expresses ideas clearly and concisely; disseminates information about decisions and plans proactively.
Leading self	Leading with Purpose and Credibility	Acts in accordance with stated values; has strong commitment to develop, promote and practice AAI's values
	Innovation and Taking Initiative	Takes charge and proactively seeks new ideas, experiments with new processes/practices that capitalizes on opportunities