

## NYERI WATER AND SANITATION COMPANY UBSUP III PROGRAMME

NYEWASCO is seeking to recruit three (3) sanitation social marketers for a nine months (9) non-renewable contract- Social Animators - from within the areas of Witemere, Ruring'u, Kamakwa/Kamuyu, Ngangarithi, Mweiga, Gikomo, Kiawara and Majengo.

The Sanitation Social Marketers will play a crucial role in the successful implementation of the following activities:

- Awareness creation with regard to the UBSUP III programme itself and with respect to the importance of sanitation-related hygiene practices (e.g. hygiene education focusing on hand washing).
- Social marketing of improved toilets and related sanitation services.

Sanitation Marketers will work at the level of project areas when it comes to awareness creation. Social marketing activities will mainly focus on the area ("slum"), plot (where several tenant families are living together) and household level.

The Sanitation Marketers, therefore, are expected to make a major contribution to the key objectives of the UBSUP III programme; better health through the improvement of hygiene practices and the increase of access to better toilets and sanitation services (including toilet maintenance and emptying as) of a higher and more sustainable level.

The Sanitation Social Marketers are expected to create and increase the demand for the UBSUP products and services as well as to contribute to an increased knowledge, a more positive attitude and better practices with regard to sanitation-related health and hygiene.

### **Scope of Work**

The Successful candidate will serve as Sanitation Marketer by supporting the development of an evidence-based sanitation marketing and communication program and will report to the management of NYEWASCO. The Sanitation Marketers will also work closely together with the County Resident Monitor of the Water Services Trust Fund (WSTF).

## **SPECIFIC DUTIES AND RESPONSIBILITIES FOR THE POSITION**

### **A. HOUSEHOLD/PLOT LEVEL SANITATION MARKETING**

1. Inform residents on the available technologies - in terms of toilets and technology promotion through plot- and household-level social marketing and demonstrations.
2. Advise the households and plots on the appropriate location and type of the new toilets based on various factors.
3. Collect and transfer all toilet registrations and customer feedback.
4. Explain, after construction/assembly, the operation and maintenance of the toilet using the SafiSan toilet manual.
5. Explain the need hand washing after using the toilet using the SafiSan laminated use & hand washing poster.
6. Responsible for taking the GPS readings and pictures of the new facilities and hand over the information to the WSP and WSTF.
7. Ensure all work is carried out as per the households and plots needs.
8. Conduct follow up meetings at the household and plot level.

### **B. RAISING AWARENESS**

1. Provide information on the SafiSan/UBSUP programme.
2. Educate people about key aspects of hygiene in a culturally appropriate manner and arrange and deliver hygiene promotion sessions to targeted communities.
3. Implement hygiene promotion initiatives appropriate to the context ensuring the technical and social aspects of sanitation programming are integrated.
4. Take part in local campaigns to raise awareness about health risks resulting from poor hygienic practices.

### **C. FORGING RELATIONSHIPS**

1. Facilitate the formation of sanitation committees in target area, training them on hygiene practices and create awareness on sanitation;
2. Mobilize, motivate and encourage potential leaders to talk to their fellow households and plots members about good hygiene practices.

### **D. ASSESSING RISKS**

1. Identify and assess public hygiene risks and needs.
2. Conduct participatory monitoring of sanitation facilities usage and maintenance at the households and plots level.
3. Report areas of concern to the WSP and the WSTF County Resident Monitors.

## **E. NETWORKING**

1. Collaborate with a number of other agencies, including local authorities and community groups and other stakeholders working in the area during the implementation of the sanitation programme.
2. Organize workshops with partners and stakeholders to review progress and identify key insights on which to focus sanitation strategy.

## **F. INNOVATIONS & REPORTING**

1. Develop, together with the other members of the Project Task team and the WSTF, programme-related innovations (e.g. social marketing techniques, improvements on the toilets).
2. Provide monthly reports to NYEWASCO on sanitation issues and program progress against work plan and program activities (targets & milestones).
3. Document and share lessons learnt with the other members of the Project Task Team.
4. Perform other tasks as may be required.

## **SUMMARY OF KEY ROLES AND RESPONSIBILITIES OF SANITATION SOCIAL MARKETERS**

The key roles & responsibilities of the Sanitation Social Marketers will be the following:

1. Community mobilisation and awareness creation regarding sanitation.
2. Organising and holding public meetings (barazas).
3. Involving opinion leaders in the SafiSan project & SafiSan toilet promotion.
4. Organising and implementing SafiSan Mini Fairs.
5. Organising and holding household & plot-level social marketing sessions.
6. Collecting data and data transfer to NYEWASCO.
7. Assisting in the identifying the most appropriate type of toilet.
8. Assisting in toilet site identification.
9. Determining the number of required toilet units.
10. Monitoring construction of SafiSan toilets and providing advice to Local Artisans & customers (e.g. landlords).
11. Training toilets users on toilet use, cleaning and maintenance.
12. Post-construction monitoring of SafiSan toilets to ensure sustainable use.
13. Hand-washing awareness & education.
14. Implementing hand-washing programme at schools.
15. Promote the hygienic management of sludge (collection, transport & disposal).

## **QUALIFICATIONS/JOB REQUIREMENTS & EXPERIENCE**

1. Minimum of 2 years of relevant experience in commercial or social marketing.
2. Certificate in marketing, business administration or related field from a reputable institution will be an added advantage.
3. Familiarity with various sanitation technologies and demonstrated work experience in implementing hygiene promotion/hygiene education programs.
4. Excellent communication skills, including the ability to explain and present technical information.
5. Experience in capacity building and training of community.
6. Experience in hygiene promotion or providing hygiene education.
7. Substantial previous experience, with a satisfactory performance in marketing
8. Understanding of advocacy, beneficiary selection, land and shelter issues.
9. Must be able to prioritize and have excellent multitasking, documentation and reporting skills.
10. Excellent working knowledge in Microsoft Office.
11. Ability to remain focused under pressure with a commitment to work hard and for long hours.
12. Familiar with Urban CLT and PHAST approaches.
13. Ability to demonstrate basic skills of households and plots engagement and mobilization into practice.
14. Ability to effectively liaise with local government, households, plots and community leaders and other stakeholders and conduct hygiene promotion for households and plots owners.

## **PERSONAL QUALITIES**

1. Flexible and creative, and it helps if you have a sense of humor.
2. Goal oriented and visionary.
3. Accountability & responsiveness within areas of responsibilities.
4. Gender sensitive.
5. Ability to understand the political, religious and cultural contexts of the households and plots and use this culture as an input for awareness and mobilization activities as well as for social marketing at household and plot level.
6. Ability and willingness to travel to the field.

## **SKILLS**

- Excellent working knowledge in Microsoft Office, especially MS-Excel.
- Excellent communication skills, both written and spoken in English and Swahili; knowledge of local languages is an added advantage.

## **N.B THE APPLICANT MUST POSSESS A SMART PHONE**

If you meet the above criteria, we encourage you to apply. Please submit your **hard copy** application to the office of the Managing Director (Head Office) attaching all relevant documents, professional credentials, and an updated Curriculum Vitae (CV). The envelope should be clearly marked **“UBSUP III Project Sanitation Social Marketer.”**

Applications should be addressed to the following and submitted on or before **Thursday, 19<sup>th</sup> March, 2026:**

**Managing Director**

**Nyeri Water and Sanitation Company Limited (NYEWASCO)**

**P.O. Box 1520**

**NYERI**