



# **KIRINYAGA WATER & SANITATION COMPANY (KIRIWASCO)**

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## **VACANCY FOR UBSUP PHASE 3 PROJECT SOCIAL MARKETER**

Kirinyaga Water and Sanitation Company (KIRIWASCO), has received funding from Water Sector Trust Fund (WSTF) for implementing the “Up-Scaling of Basic Sanitation for the Urban Poor (**UBSUP**)” programme in Rurumi, Mbui Njeru and Thiba North areas.

The programme, which aims to improve the access of the urban poor to basic sanitation focuses on urban sanitation hotspots with a targeted 200 improved Toilets.

An important component of the overall UBSUP programme is the social marketing programme which focuses on the social marketing of improved toilets in the targeted urban low income areas. The social marketing will focus on the sale of improved toilets.

KIRIWASCO is, therefore, seeking to recruit three (3) sanitation social marketers for a eight months (8) non-renewable contract most preferably from the project areas.

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

- Awareness creation with regard to the UBSUP 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 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. In addition they are expected to create and increase the demand for the UBSUP products and services as well as to contribute to an increased **k**nowledge, a more positive **a**ttitude and better **p**ractices with regard to sanitation-related health and hygiene.

**Specific duties and responsibilities for the position are:**

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.
9. Provide information on the SafiSan/UBSUP programme.
10. Educate people about key aspects of hygiene in a culturally appropriate manner and arrange and deliver hygiene promotion sessions to targeted communities.
11. Implement hygiene promotion initiatives appropriate to the context ensuring the technical and social aspects of sanitation programming are integrated.
12. Take part in local campaigns to raise awareness about health risks resulting from poor hygienic practices.
13. Facilitate the formation of sanitation committees in target area, training them on hygiene practices and create awareness on sanitation;
14. Mobilize, motivate and encourage potential leaders to talk to their fellow households and plots members about good hygiene practices.
15. Identify and assess public hygiene risks and needs.
16. Report areas of concern to the WSP and the WSTF County Resident Monitors.
17. Provide monthly reports to KIRIWASCO on sanitation issues and program progress against work plan and program activities (targets & milestones).
18. Document and share lessons learnt with the other members of the Project Task Team.
19. Perform other tasks as may be required

## **Qualifications/Job requirements**

- Minimum of 2 years of relevant experience in commercial or social marketing.
- Certificate/diploma in Water and wastewater engineering , marketing, business administration or related field from a reputable institution.
- Familiarity with various sanitation technologies and demonstrated work experience in implementing hygiene promotion/hygiene education programs.
- Excellent communication skills, including the ability to explain and present technical information.
- Experience in capacity building and training of community.
- Experience in hygiene promotion or providing hygiene education.
- Must be able to prioritize and have excellent multitasking, documentation and reporting skills.
- Excellent working knowledge in Microsoft Office.
- Ability to remain focused under pressure with a commitment to work hard and for long hours.
- Ability to effectively liaise with, households, plots and community leaders and other stakeholders and conduct hygiene promotion for households and plots owners.

## **Personal qualities**

- Flexible and creative, and it helps if you have a sense of humor.
- Goal oriented and visionary.
- Accountability & responsiveness within areas of responsibilities.
- Gender sensitive.
- 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.
- Ability and willingness to travel to the field.

## **Language(s)**

Excellent communication skills, both written and spoken in English and Swahili; knowledge of local languages is an added advantage.

**N.B The applicant MUST have a smart phone**

Applications including detailed Curriculum vitae(c.v)copies of academic and professional Certificates ,testimonials, National Identification Card or passport and any other supporting documents should be submitted in sealed envelope to reach the undersigned on or before 4<sup>th</sup> August 2023 at 10.00 am.

**The Managing Director**

**Kirinyaga Water and Sanitation Company,**

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**Kerugoya**

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