



We build strength, stability, self-reliance and shelter.

Job title: TCIS - Housing Consumer Behavior Change Specialist

Habitat for Humanity International (HFHI) is a global, nonprofit, Christian housing organization working in approximately 70 countries around the world. Since the founding in 1976, Habitat for Humanity has helped more than more than 29 million people meet their affordable housing needs and obtain a safer place to sleep at night, along with the strength, stability and independence to build better lives. Our vision is of a world where everyone has a decent place to live. We work toward our vision by building strength, stability and self-reliance in partnership with people and families in need of a decent and affordable home. Through financial support, volunteering or adding a voice to support affordable housing, everyone can help families build better lives for themselves. Through shelter, we empower.

When you join Habitat for Humanity you are not only joining a global organization, but a diverse team of over 800+ people who value; **Humility, Courage and Accountability.**

We invite you to visit our website, www.habitat.org to learn more about us.

Achieving affordable and decent housing continues to evade many Kenyans with a housing deficit currently estimated at 2.5 million houses and an annual gap of over 200,000 units. Recent efforts from government have served as a welcome push for new housing programs and projects. While public initiatives and even burgeoning philanthropic efforts may help alleviate the pressing housing needs of some, the immensity of the shortage, which is ballooning because of rapid urbanization, requires radical changes in housing markets. Catalyzing the housing market to innovate in providing solutions for low-income market segments becomes vital.

The Terwilliger Centre for Innovation (TCIS) programme in Kenya works to attract investors and catalytic firms to innovate, develop and take up market functions for sustained uptake of the same among the low-income households constructing or improving their homes incrementally. The nature of low-income market segments is expected to be thin and dysfunctional (e.g., very few market actors, exhibiting crowding of non-commercial providers hence ineffective demand or lack of purchasing power from the target communities). Barriers to uptake include perceptions, norms, knowledge and understanding of both the households and the market actors.

Your role:

Located in **Nairobi Kenya**, as a **Housing Consumer Behavior Change Specialist**, you will lead the Housing Consumer Behaviour Change work of TCIS in Kenya. This will include identifying and working with partners on multiple strategies to address knowledge, uptake and use of available and emerging housing solutions and products for incremental housing in Kenya. The Program will intersect all the subsystems (current and pipeline) of the TCIS program in Kenya.

Essential Duties and Responsibilities:

- Lead overall development of the Housing Consumer Behaviour Change (HCBC) Programme in Kenya,
- Develop and manage relationships with relevant partners and stakeholder to ensure successful execution of the programme,
- Identify, co-design and lead relevant housing consumer housing education through appropriate media with relevant market actors to support firms to innovate and adapt their housing service and product offerings to incremental builders and trigger uptake of the same by households,
- Identify, design and execute targeted Human Centred Design (HCD) with relevant partners,

- Support, develop and execute creative print and electronic content towards supporting uptake of adequate housing products and services based on identified gaps and needs for systemic market transformation,
- Apply business analytics to understand adequate housing consumer motivations including but not limited to gathering relevant data as well as identifying trends or identifying areas of need that aren't currently met and designing appropriate HCBC type interventions,
- Working with the communications team, ensure appropriate footage and coverage of key events that contribute to learning and program visibility including ensuring appropriate branding and communication materials for events and ongoing work in adequate housing for the TCIS program, and Habitat for Humanity in general,
- Develop evidence based technical briefs to guide policy conversations and interventions in as far as requisite consumer behaviour change on adequate housing,
- Working closely with the MEAL Specialist, evaluate the impact of the program on the uptake of adequate housing services and products in Kenya and distil and communicate trends to guide intersecting programs. Lead monitoring and evaluation of the HCBC work and ensure data is periodically captured and analyzed and report on progress and requisite technical and budgetary alignments,
- Facilitate internal learning activities based on feedback from the programs and industry,
- Collaborate with Terwilliger Centre's regional teams in Asia Pacific and Latin America to share emerging good practices and foster organizational learning,
- Represent Habitat for Humanity and TCIS in industry gatherings and conferences as required.

Education & Experience:

- Undergraduate degree from an accredited university with a major in behaviour analysis, Market research, Statistics, or Mass Communication.
- 3-5 years' experience in business and market analytics and execution of Consumer programs,
- Experience drafting and executing comprehensive communication plans incorporating a variety of communication tactics to support development objectives,
- Experience writing and managing content for a variety of media including digital and social media platforms (Twitter, LinkedIn, Facebook, etc.), video scripts and storyboarding and print e.g., case studies, blogs, factsheets/briefings, opinion pieces etc. Knowledge of graphic design and photo/video editing software is an added advantage,
- Experience and knowledge in adaptive management is an added advantage

Capabilities & Technical Competencies:

- Entrepreneurial, persuasive and agile
- Excellent written and verbal English communication skills; fluency in Kiswahili is an added advantage
- Ability to work proactively with teams to anticipate and identify learning and results occurring in the field and develop messaging around those
- Ability to work independently as well as build relationships across a variety of internal and external stakeholders

Willing to travel up to 50% of the time internationally and domestically.

How to apply:

Submit your CV along with a letter of motivation to emeahr@habitat.org. Kindly quote the title of the vacancy in the subject of the email. **Closing Date for Applications is 08 May 2020**

HFHI is an equal opportunity employer and seeks to employ and assign the best qualified personnel for all our positions in a manner that does not unlawfully discriminate against any person because of race, color, religion, gender, marital status, age, national origin, physical or mental disability, sexual orientation, veteran/reserve national guard status, or any other status or characteristic protected by law.

Safeguarding: *HFHI requires that all employees take seriously their ethical responsibilities to safeguarding our intended beneficiaries, their communities, and all those with whom we work. Managers at all levels have responsibilities to support and develop systems that create and maintain an environment that prevents harassment, sexual exploitation and abuse, safeguards the rights of beneficiaries and community members (especially children), and promotes the implementation of Habitat for Humanity's code of conduct.*