

JONATHAN BII

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Summary: Strategic communications specialist with 7+ years of experience across the nonprofit, philanthropic, and social enterprise sectors. Proven expertise in storytelling for impact, donor communications, and integrated communications strategy. Adept at working across diverse geographies, including East Africa, the Horn of Africa, and international platforms. Passionate about advancing community-led development, climate action, and narrative change through creative and inclusive communication practices.

Core skills: Strategic communications, key messaging, impact storytelling & thought leadership, donor communications, fundraising support, digital strategy, content creation, stakeholder engagement and community outreach, social media management and campaigns, and team leadership and talent development

Work History

LGT Venture Philanthropy (<https://www.lgtvp.com/en/lgt-fellowship>)
Communications Fellow - One Mara Carbon Project (OMCP)

LatAm - Africa - India - Europe
Sept. 2024 to present

The LGT Impact Fellowship, launched in 2009, is for mid-level professionals who are searching for meaning in their careers and how to make a difference with their work. This 12-month, full-time engagement strengthens the capabilities of LGT Venture Philanthropy and Lightrock portfolio organisations through the transfer of knowledge and expertise. As part of the fellowship, I am currently stationed with the One Mara Carbon Project, where I contribute to advancing climate resilience and community-led conservation efforts in the Maasai Mara.

Key Impacts and Achievements Include:

Strategy development and systems building

- Developed a communications strategy for One Mara Carbon to engage the Mara landscape and increase awareness and buy-in of the carbon project. This includes brand identity development, key messaging, and developing external and internal communication frameworks to guide the project.
- Content and messaging development, including the creation of the first public-facing external communication piece, OMCP's project handbook and an article featured in Voices of the Mara.
- Designed community outreach campaigns, including the execution of a Maa-language community radio campaign in partnership with Maiyan FM, reaching audiences across the Mara landscape
- Creation of a crisis communications framework and response as efforts in brand protection and enhancing the project's visibility within the ecosystem
- Developing community educational materials on carbon offset programmes, sustainability, and climate action for community capacity building, including posters
- Monitoring media and reporting impact to assess communication efforts and adjust strategies for better engagement
- Supporting facilitation of stakeholder engagement to ensure alignment between community members, environmental experts, and project teams
- Development of a grievance and feedback mechanism to ensure community concerns are heard and addressed effectively
- Developing and managing relationships and a database of communications suppliers for the project

Training and team development

- Training the project team and conservancy teams on communications and how it can be resourced for their support

Magnia Partners (www.magniapartners.com)
Communications Manager - East Africa

Kenya - Ethiopia - UAE
April 2023 to Aug. 2024

Magnia is a strategy-first branding and communications consultancy that works exclusively with social impact organisations that operate in emerging economies. With strategy at its foundation, they collaborate closely with their partners to dig deep, draw out internal knowledge and insights and bring together organisational and communications objectives to catalyse transformative change. As the Communications Manager in East Africa, I managed and supported communications and strategy-focused projects for Magnia's clients.

Key Responsibilities Included:

Strategy development, execution and account management

- Managed Magnia's portfolio of clients, mainly based across Africa. This was through client interactions, project management for client projects and acting as a point of contact for Magnia

- Supported design and execution of strategy for Magnia's clients, including supporting communications needs assessments, brand strategy workshops, brand process and audit, key messaging, storytelling and thought leadership support
- Supported the management of Magnia's brand identity through the execution of marketing strategies, including the development of [thought leadership articles](#), social media content creation and [case studies](#)
- I supported the development of key messaging for clients. My portfolio features thought leadership and creation of talking points for clients in high-profile events, including the UN and COP28
- Supported digital advisory and execution for Magnia and its clients to boost leads and/or strengthen brand trust for organisations
- Developed the first annual plan document for Magnia's client, which is a practical handbook that highlights content pillars, messaging, and platforms and maps out communication's game plans for nonprofits to adopt and keep them less reactive and more proactive to their content on all their owned and paid media, including TikTok, websites, blogs, etc.
- Created a series of 10+ impact stories to be disseminated across different platforms for large donors, such as Mastercard Foundation, ELMA Philanthropies and retail donors. These impact stories have been used for appeal letters, holiday cards and matching grant campaigns, which I have also executed for clients
- Involved in an influencer/celebrity Instagram collaboration (Salma Hayek) that contributed to an engagement of 2 million for the client
- Supported brand strategy and thought leadership workshops for client organisations and individuals to refine their brand voice and positioning, as well as map out messaging that aligns with their shared values

Talent development

- A critical part of my work has been managing in-country partners in East Africa and developing relationships with creative professionals in the region, including photographers, videographers, writers, designers and media contacts

Social Media Consultant (part-time)

Sept. 2022 to March 2023

- Built monthly social media calendars and ensured regular posting by running social media for SHOFCO, Magnia's client
- Interviewed and wrote a story for the client, which was featured in the 2022 annual report and used for the holiday donation campaign

Book Bunk Trust (www.bookbunk.org)

Nairobi, Kenya

Communications Manager

Jan. 2021 to March 2023

Book Bunk Trust is a social impact firm working to restore some of Nairobi's iconic public libraries - The McMillan Memorial Library on Banda Street and two of its branches in Eastlands (Kaloleni Library and Eastlands Library in Makadara). Book Bunk imagines that public libraries can be steered to become more than just repositories, acting as sites of knowledge production, shared experiences, cultural leadership and information exchange. As the Communications Manager, I led the communications department and developed optimised structures and processes.

Key Impacts and Achievements Included:

Execution of the communications strategy

- Developed and implemented communication strategies and campaigns for Book Bunk, including fundraising campaigns, NBO LitFest, Book Bunk's annual fundraising gala and a crowd-sourcing comms-led community engagement campaign, #TheMissingBits
- Coordinated the timely development of visuals and other material, including videos, designs and campaigns for the libraries
- Managed partner communications with key stakeholders, particularly in fundraising and programmes
- Managed departmental support teams, including interns and content production partners

Social Media & Content Management

- Managed social streams, including Instagram, Facebook, Twitter, YouTube, LinkedIn, Mailchimp, Buffer and Google Ads, to name a few, and created and implemented editorial calendars for these social platforms
- Identified current, suitable and on-brand trends, topics or platforms to expand online engagement, including influencer and storytelling campaigns such as "#Bookbunkers of #NRBLibraries" and #TheMissingBits to ensure public understanding and engagement with library restoration work
- Collaborated with the fundraising team to create compelling campaigns to inform and engage the public and transform goodwill into giving, including #ANightAtTheLibrary #TagABrand #GivingTuesday

Digital Maintenance

- Collaborated with the web & graphics design team to ensure a coherent/seamless visual and aesthetic experience on all platforms
- Updated the brand narrative across all digital platforms
- Monitored site analytics and applied these learnings to future campaigns.

Media Relations

- Generated and maintained a database of media contacts, as well as managed all incoming media requests. This led to features on Al Jazeera, BBC World, BBC Africa, CNN and the New York Times, among others.

Pangea Accelerator (<https://pangeaa.com/>)

Communications Lead

Nairobi - Oslo

Dec. 2018 to Dec. 2020

Pangea Accelerator is a Kenyan–Norwegian venture builder, accelerator and investment platform that matches African startups with investors running Pan-African programmes. As the Communications Lead, I led this department and supported startups in designing effective go-to strategies. Key activities also included the creation of an effective communications plan, event management, digital campaigns and donor reporting.

Key Impacts and Achievements Included:

Communications management

- Developed and instituted communications strategies and structures for Pangea Accelerator
- Managed the Communications team and coordinated with external media suppliers, including photographers, videographers and PR firms.
- Facilitated the development of partnerships with key partners and the startup ecosystem through networking forums and opportunities to exhibit or join interactive panel discussions.

Content management

- Documented and generated content advocating for Pangea's story and the startups in the programme. This was achieved through blog posts, quarterly newsletters, and media features, in print and TV, including BBC Africa and BBC Swahili
- Managed social media for Pangea Accelerator's Facebook, Twitter, Medium, Instagram and LinkedIn with clear themes for its editorial calendar
- Supported in generating data and stories for donor reporting

Events

- Supported and managed key events, including pitching competitions and conferences such as the Africa UrbanTech Summit, which featured the British High Commissioner to Kenya and the Executive Director of UN-Habitat.

Media Relations

- Monitored press stories and provided press releases and materials to media houses
- Planned and organised opportunities for media coverage for Pangea Accelerator and the startups, including features in The Daily Nation, The Star, The Standard, Business Daily and BBC Swahili

The Senate Parliament of Kenya

Hansard Reporter (Intern)

Nairobi, Kenya

Aug. 2018 to Nov. 2018

The Directorate of Hansard and Audio Services is responsible for House Reports. It records and produces verbatim reports of House proceedings and proceedings of oversight/ watchdog committees of the Senate Parliament of Kenya. As an intern at the Hansard office, I carried out transcription work for the House proceedings and oversight committees.

Key Impacts and Achievements Included:

- Undertook independent verbatim reporting of parliamentary proceedings and those of relevant committees within or outside Parliament. Through this, I witnessed the passing of historic acts such as the Data Protection Act (2018).

Projects

• **Rift Valley Institute (April 2024 - Present)**

- Podcast Producer for [Rift Valley Institute's "Beyond Series": a special six-part podcast](#) by the Rift Valley Institute, Cross-Border Conflict Evidence, Policy and Trends programme—known as XCEPT. Alongside The Asia Foundation and the Malcolm H. Kerr Carnegie Middle East Center, RVI has worked over the past six years to produce research on conflict, migration and economies in conflict-affected border regions in the countries of the Horn of Africa - including Kenya, Somalia, Ethiopia, Eritrea, Sudan and South Sudan.

• **[Macondo Literary Festival](#) (2022 - Present)**

- Communications advisory support at the Macondo Literary Festival. The festival brings together authors and literary enthusiasts and authors in Arabic, English, French and Portuguese writing languages.

• **Cultural Heritage for Inclusive Growth (CH4IG) Symposium (Feb 2022 - March 2022)**

- Communications consultant for the CH4IG 2022 symposium forum organised by the British Council. I provided communications support on the newsletter and social media campaigns
- **Quelture Podcast (2021)**
 - Producer and co-host for Quelture, a 5-episode podcast series interviewing a mix of Queer Africans and allies across the continent.
- **AIESEC Volunteer Program:**
 - 2018: Rabat/Fes, Morocco - Volunteer writer for Mayshad Magazine and Mayshad Woman Mag
 - 2017: Alexandria, Egypt - Volunteered at the HR Revolution Magazine and hosted a workshop on “Authentic Writing.”

Featured Articles

- **Magnia blog posts**
 - Gender: [The case for more women-led organisations](#)
 - Social impact: [A Magnia perspective on what social impact means to us](#)
 - Creative interviews: [Barcot Wolde: Capturing Ethiopia through the lens of a storyteller](#)
 - Movements & Citizen-led change: [Four ways technology is driving citizen-led movements](#)
 - Climate change: [The road to COP28: Our journey supporting climate-focused organisations](#)
 - Brand strategy: [Practical strategies to increase brand awareness for your nonprofit](#)
- **Center for Affordable Housing Finance Africa (CAHF)**
 - Affordable housing finance: [The ShelterTech Kenya Accelerator Programme Supports Innovative Shelter Solutions for Low-Income Households](#)
- **Ghostwriting - Global Alliance for Communities**
 - Report summary: [Insights from Bridgespan's Community-Driven Change report](#)
 - Member Spotlight: [Maono Africa Center for Transformation](#)

Education & Other Qualifications

B.A (Language and Communication)
The University of Nairobi

Nairobi, Kenya
Dec. 2017

Diplôme d'Études en Langue Française, Level A1)
Alliance Francaise - Nairobi

Nairobi, Kenya
2018

Reference

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