

# David Omwoyo

Director of Communications at KENYA CONFERENCE OF CATHOLIC BISHOPS - The GENERAL SECRETARIAT

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## Summary

Fundraising and Donor Relations, Marketing, Product Development and Activation, Brand Management, Partnership Management, Journalism, community Radio, Media Management and Strategy, Value Chains, Strategic Planning

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## Experience

### **Managing Director**

February 2012 - Present

Managing the holding company for all Catholic Media Projects in Kenya. Overall company strategy and operations, Spearheading organizational change and re-branding, product development, marketing national expansion, initiating, fundrasing and executing the setting up of Radio in different parts of the country, visibility and presence in all parts of the country

### **Director of Communications**

February 2012 - Present

Overall organization communications for the national secretariat of the Catholic Church in Kenya, 25 dioceses, 8000 schools 500 health institution and numerous countrywide projects., Branding and ICT strategy, Media Relations and PR

International relations, Fundraising and Partnership Management. Initiating the organization's social entrepreneurship strategy for sustainability.

### **Resource Mobilization and Donor relations manager at Egerton University**

June 2011 - January 2012 (8 months)

Designing and executing the University's Fundraising and donor relations strategy. advising on the setting up of the endowment fund and sustainability strategy

### **Station Manager**

November 2004 - June 2011 (6 years 8 months)

Conceptualized designed and spearheaded the setting up of a community radio for peace building int he Rift Valley. Overall editorial guidance, management and operational strategy. Foresaw the expansion and outreach of the same to the community

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## Education

**University of Leicester**



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[Contact David on LinkedIn](#)