

MARJORY WAIRIMU GICHOHI

CURRICULUM VITAE

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| <u>NAME:</u> | DR MARJORY WAIRIMU GICHOHI |
| <u>COUNTRY OF BIRTH</u> | KENYA |
| <u>GENDER</u> | FEMALE |
| <u>MARITAL STATUS</u> | MARRIED |
| <u>EMPLOYMENT POSITION:</u> | LECTURER |
| <u>EMPLOYER ADDRESS:</u> | SCHOOL OF JOURNALISM & MASS COMMUNICATION UNIVERSITY OF NAIROBI P.O BOX 30197 POSTAL CODE: 00100 GPO NAIROBI, KENYA |
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1. Personal profile

I am a career academician with 20 years experience in teaching philosophy, journalism, media and communication studies at the University of Nairobi and at the Multi-Media University College of Kenya. I have specialized training and working experience in curriculum development for higher learning institutions in the areas of Journalism, Media and Communication as well as Leadership and Service Learning. I am continually working towards ground breaking discoveries and community solutions in communication and research. I have a solid and broad academic background in the social sciences including literature, philosophy, mass media and communication. I have participated in several research undertakings both as a principal researcher and as a research assistant for the Government of Kenya, international agencies and academic institutions and non governmental organizations. I have published some of this research as book chapters and I am working towards publishing academic and research papers in journals and in book form.

I have taught at university level since 1992, starting as a graduate assistant in the Department of Philosophy and rising to the level of lecturer at the School of Journalism and Mass Communication, University of Nairobi. My work involves teaching core courses and electives and also supervising Masters Degree students and Bachelor Degree students in their research projects and report writing. I am the coordinator of the Bachelors Degree programme in Journalism and Media Studies and my work involves developing course contents, coordinating the writing of course outlines, allocating course units to lecturers, organizing teaching time tables, advising students on course unit selection, coordinating industrial attachments for students, and counseling students on areas of specializations and other educational issues.

2. Career Objective

My objective is to become a career research scientist in the field of Communication and to contribute to community development through information, knowledge and technology transfer.

3. Academic Summary

2012

PhD in Communication and Information Studies

Title: *The Role and contribution of Information Communication Technology in Knowledge sharing: The Case of selected organizations in Kenya*

School of Journalism and Mass Communication
University of Nairobi, Kenya

1996

Masters of Arts in Philosophy

Title: *A critique of African Critical Thinking*
Department of Philosophy, University of Nairobi, Kenya

1995

Post-graduate Diploma in Mass Communication

Distinction
School of Journalism and Mass Communication
University of Nairobi, Kenya

1990

Bachelor of Arts in Literature and Philosophy

Upper Second class
Kenyatta University, Kenya

4. Grants and Professional Training

2011

Research scholar, The Ford Foundation
Research and Teaching Fellowship at the Kansas State University at Manhattan, USA

Teaching work:

Public Relations
Leadership and Service Learning
Politics and Media in Africa
Production of a You-Tube training video on African Journalism

Research work:

Conducted research on the use of information communication technology in development organizations

- 2009** **Training of Trainers in curriculum development scholarship,**
INWENT and IJ, Berlin, Germany
- Areas of training: Developing curriculum content in journalism and media studies
Developing teaching aids and materials
Designing course outlines and teaching programmes
Teaching techniques for small and large groups of learners
Motivating learners
Timetabling and allocation of teaching loads
Examining and writing marking schemes
Curriculum evaluation and reviewing
- 2004** **Team Building and Leadership for Communication Managers,**
Forum for African Women Educationalists, Nairobi Kenya
- Areas of training: Creating and motivating work teams
Solving team problems
Bonding and synergy
Intelligence and strategic working
Evaluating team work
- 1998** **Financial Management for Private Sector Corporations,**
Kenya Publishers Association, Nairobi Kenya
- Areas of training: Proposal writing
Fundraising
Budgeting and Accounting
Book keeping
Management of mergers and acquisitions
Intellectual properties and trademarks laws
- 1997** **Book Publishing and International Book Marketing**
Kenya Publishers Association, Nairobi Kenya
- Areas of training: The book publishing process
The printing process
International book marketing and trading
Collaboration and networking

5 Key areas of competence

Curriculum developing and writing
Strategic planning
Research and publications
Budgeting and financial reporting
Advocacy and Training

6. Current responsibilities

Lecturer

School of Journalism and Mass Communication
University of Nairobi

Coordinator

Bachelor of Arts Degree in Journalism and Media Studies Programme
School of Journalism and Mass Communication
University of Nairobi

Research project supervisor

Masters of Arts degree in Communication studies
School of Journalism and Mass Communication, University of Nairobi

Research project supervisor

Bachelor of Arts degree in Journalism and Media studies, Public Relations
Option
School of Journalism and Mass Communication, University of Nairobi

Coordinator

Industrial attachments, internships and links with industry in leadership and
service learning for continuing and graduated students
School of Journalism and Mass Communication, University of Nairobi

Coordinator

Institutional Links and Consultancy Services
School of Journalism and Mass Communication, University of Nairobi and the
Legal Resources Foundation, Nairobi, Kenya

Vice Chair

Institutional links and research
Centre for Human Rights and Peace
University of Nairobi, Kenya

7. Previous work and assignments

2012 Curriculum review for the Masters of Arts in Communication Studies
School of Journalism and Mass Communication
University of Nairobi

Work: Rationalization of previous course units
Development of new course units
Development of new course contents

2011 Curriculum development and writing for Masters of Art Degree in
Development Communication

- School of Journalism and Mass Communication, University of Nairobi
Work: Origination and rationalization of course units and course contents
- 2010 Part time Lecturer in Journalism
Multi-Media University College, Mbagathi, Kenya
Course: Communication research
- 2009 Review of curriculum for Bachelor of Arts Degree in Development
Communication specialization
School of Journalism and Mass Communication, University of Nairobi
Work: Rationalization of course units and review of course contents
- 2008 Project coordinator
Centre for Excellence in Media Training and Practice
Ford Foundation/School of Journalism and Mass Communication,
University of Nairobi
Work: Organizing regional conference on media training and practice in East
Africa
Proposal writing
Budgeting and accounting for project work
Report writing
- 2004-8 Part time Lecturer in Journalism and Media Studies
School of Journalism and Mass Communication, University of
Nairobi
Courses: Radio theory
Mass communication theories
Fundamentals of mass communication
Introduction to communication research
Advanced communication research
Financial public relations
- 2006 Team leader (consultancy)
Dial Africa Ltd
Development and writing of strategic plans on programme re-engineering
Tender writing and bidding
Preparing financial and technical proposals
Project implementation
Negotiating business agreements
- 2005 Communications Manager (contract)
African Economic Research Consortium
Coordination of African ministerial and central bank governors' senior
policy seminars
Coordination of national economic policy workshops

- Fundraising
- Publicity
- Branding
- Budgeting and financial reporting
- Writing donor documents and Annual reports
- Managing internal publications
- Dissemination economic policy outputs
- Supervising departmental staff
- Managing internal and external communication

2004 Communications Officer (contract)

- Forum for African Women Educationalists
- Lobbying and fundraising for girl child education in Africa
- Electronic networking of continental national chapters
- Mobilization of policy makers and stakeholders' meetings
- Re-branding of products and activities
- Monitoring and reporting of gender focused activities
- Capacity building and training on gender issues
- Managing publicity and publications pipeline
- Strategy development and writing
- Participation in gender research round tables

2002-2003 Programme Officer (contract)

- Association of Media Women in Kenya
- Training of women politicians on leadership and media skills
- Fundraising
- Media campaigns and publicity
- Strategic plan writing
- Managing internal publications
- Organizing workshops and seminars
- Training media practitioners
- Managing weekly publication - *The Dawn*

1996-2000 Executive Officer

- Kenya publishers Association
- Initiation and launching of the Nairobi International Book Fair
- Market networking among African and European publishers
- Coordinating textbook buy-backs for schools in arid and semi-arid areas
- Coordination of meetings with government departments
- Research and reporting on the book publishing sub-sector
- Training and capacity building for editors and publishing managers
- Coordination of local and international collaborative publishing projects
- Representing Association in policy forums
- Consolidation and distribution of educational materials to schools
- Office management and administration

Editing and managing publications
 Country representative to Bologna International Book Trade
 Country representative to the Zimbabwe International Book Fair
 Country representative to the Tanzania International Book Trade
 Country representative to the Uganda International Book Fair

- 1997-8 Research Officer (consultancy)
 Association for the Development of Education in Africa – ADEA,
 London
 Conducting research on the African book market
- 1995 Information Officer (internship)
 Care International in Kenya
 Press and media liaison
 Publication production and dissemination
 Coordination of media activities and publicity
 Writing of country profiles
 Reporting on annual world refugee day
- 1994 Research Officer (consultancy)
 Government of Kenya, Attorney General's office
 Conducting research on portrayal of women images in Kenyan media for
 the public sector reforms on laws relating to women
- 1994 Research and Training Officer (consultancy)
 Worldview Foundation Kenya
 Research and documentation on teen reproductive health
 Production of video on teenage pregnancies in Kenya
 Launching of research and documentation centre
 Coordination of workshops and seminars
- 1994 Research Officer (consultancy)
 Panos Institute, London
 Conducting research on Radio Pluralism in Kenya

8. Published work (book chapters)

- 2012 Mobile Telephony and the Transformation of Communication and Media
 in Kenya**, In *Media in Kenya: Evolution, Effects and Challenges*
 The Ford Foundation and School of Journalism and Mass Communication,
 University of Nairobi
- 1995 Radio Pluralism in Africa: The Case of Kenya**
 Panos Institute, London

1998 *Expanding the book markets in Africa: Barriers and Opportunities – The Case of Kenya*

Association for the Development of Education in Africa – ADEA London

9. Memberships

Association of Media Women in Kenya (AMWIK)

International Technologies and Development Group (ITDG)

Electronic Network on Sexual Violence Research Initiative (SVR)

Women in Development and Leadership (WODEL, Chair)

International Institute for Journalism Alumni (IIJ)

10. Referees

1. Dr. Wambui Kiai
Director
School of Journalism and Mass Communication
University of Nairobi
P. O. Box 30197- 00100 GPO
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2. Dr. Joseph Mbindyo
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3. Dr Muiro Ngugi
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