

KENNEDY NJASI SIMIYU

Kibabii University, Box 1699- 50200, Bungoma Mobile: 0721803504/0726708565,
ksimiyu@kibu.ac.ke, simiyunjasi2@yahoo.com, Male Kenyan Citizen,
Fluent in English, Kiswahili and Luhya,

Summary

Currently serving as a Tutorial Fellow of Journalism and Mass Communication at Kibabii University. I have taught Communication and Media Studies for slightly over seven (7) years. During this period, I have researched extensively on communication and political economy of media in Kenya and issues to do with policy. My research focus is in media and communication policy. I hold a PhD in Media studies from Nelson Mandela University, South Africa.

I have worked in media production studios as a production manager/ studio manager. I have taught undergraduate and post graduate courses in media and communication at Multimedia University of Kenya, Maasai Mara university, Technical University of Kenya, Maseno University& currently, at Kibabii University.

Personal Virtues

Ability to work in a team, good leadership and interpersonal skills, excellent communication skills, always willing to take new challenges, self motivated,
Creative, ability to maintain calm under Pressure and hard working

Key Skills and Competencies

- Writing and speaking skills,
- Analytical and critical thinking skills,
- Management skills

Academic Background

- PhD–Media Studies, Nelson Mandela University (2019)
- MA - Communication Studies(School of Journalism), University of Nairobi (2010)
- Bachelors of Arts (Theater and Film), Moi University, (2005)

Current Position

- Tutorial Fellow of Journalism and Mass communication, Kibabii University

PREVIOUS POSITIONS

2015- To date	Tutorial Fellow (Journalism and Mass communication) Kibabii university
2012- 2015	Assistant Lecturer of Media Studies, Multimedia University of Kenya
2013-2015	Part – Time lecturer (communication and media studies) – MaasaiMara University, Technical University of Kenya & Mount Kenya University(taught undergraduate classes)
2015- To date	Part – time lecturer- Journalism and Mass communication studies, Masinde Muliro university of Science and Technology & Maseno University(taught undergraduate & post graduate classes)
2009 - 2011	Kenya Commercial Bank (In- charge of Micro banking and communication at the branch level)
2007- 2008	Studio manager/tutor of Journalism and Mass communication at Zetech University
2006- 2007	Gospel Media Service, (worked as a script writer, producer/ director, editor)

OTHER RESPONSIBILITIES

2013- Jan 2015	Faculty of Media and Communication Examination Coordinator, Multimedia University of Kenya
2015- To date	Faculty of Education and Social Sciences (FESS) ICT Champion
2016	Reviewed a Journalism and Mass Communication Programme
2015 – Date	Patron (Kibabii University Journalism Club)
2016 – Date	Co- Patron (Drama Club)

Conference Presentations

- a) Sustainability in Kenyan Film Industry: Regulatory and Commercial challenges presented at the East Africa Communication Association (EACA) 2016. Makerere University, Uganda (Unpublished) The theme was *Media and digital migration in East Africa and beyond. Opportunities and innovations in building capacity for changing media and communication environment in a regional context*
- b) Blogging: An Economic Media Solution? - East Africa Communication Association (EACA) 2017 University of Rwanda University. (Unpublished. The theme was; *The Economics of media business in the 21st Century*

INTERNATIONAL CONFERENCES & WORKSHOPS ATTENDED

- East Africa Communication Association Annual Conference, University of Nairobi, 2015
- World Press Freedom Day Journalists Convention, Nairobi, May 2017
- East Africa Communication Association Annual Conference, Makerere University - Uganda, 2017
- East Africa Communication Association Annual Conference, University of Rwanda, 2018

PUBLICATIONS

Book chapters:

- a) Wasike, J., & Simiyu, K. (2015). Fundamentals of Communication Skills. in B. Nyongesa, & I. Simiyu, *Communication skills in Institutions of Higher Learning* (pp. 1 - 16). Nairobi: Zeed 'N' Cee LTD.
- b) Wasike, J., & Simiyu, K. (2015). Library Skills. in B. Nyongesa, & I. Simiyu, *Communication skills in Institutions of Higher Learning* (pp. 32 - 46). Nairobi: Zeed 'N' Cee LTD.

Membership in Professional Societies

- Member of Public Relations Society of Kenya (PRSK),
- Member of East African Communication Association (EACA)

Referees

Prof. Murej Mac'Ochieng
Director, E- Learning,

Multimedia University of Kenya

P.O Box 30305 – 00100

Nairobi .

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Dr. Rispah Namasaka

Dean, Faculty of Education and Social Sciences

Kibabii University

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Mr. Zakayo Amayo

CoD English Literature, Journalism and Mass Communication

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