



JOB ADVERTISEMENT: Gender and Financial Inclusion Expert - Women and Youth Economic Empowerment

About the Organization:

Established in 2007, Women's Empowerment Link (WEL) is a non-profit, nonpartisan, and non-governmental organization dedicated to women's rights. We empower women and girls to reach their full potential—politically, socially, and economically—by advocating for their human and social justice rights. WEL acknowledges that women's survival—and that of their communities—is increasingly threatened by economic dependency, illiteracy, gender inequalities, marginalization, sexual and gender-based violence (SGBV), conflicts, and inadequate laws and policies.

With the new strategic plan (2025-2030), WEL recognizes that Women's and youth's economic empowerment is a prerequisite for sustainable development and for achieving the sustainable development goals (SDGs).

Together with other partners, WEL intends to roll out a 5-year program aimed to remove systemic barriers to financial inclusion and creating sustainable economic opportunities for financially disadvantaged young people in Kenya. WEL understands that, agriculture is crucial sector for Kenya's economy, and is contributing to about 21% of the GDP and employing nearly 70% of the workforce, however, youth involvement remains low due to negative perceptions and various challenges associated with the sector. Additionally, young women are particularly marginalized within the sector and primarily used as on-farm labor and confined to the lower productivity segments of value chains.

The project will therefore target financially disadvantaged young people and the micro, small, and medium enterprises ("MSMEs") within the agricultural sector that they own and/or control, in six core value chains of dairy, livestock and poultry, fisheries and aquaculture, Irish potatoes, pulses, fruits and vegetables across 28 mostly rural, arid and semi-arid Kenyan counties that face limited access to capital, resources, and market opportunities. Young women face additional and persistent barriers in the agricultural sector as they do not have ownership of productive resources, lack access to adaptive technologies, are confined to the less productive segments of the Value Chains, and are disproportionately impacted by negative social norms among other barriers. As a result, women in Kenya's agriculture sector have even less access to affordable finance and perform sub-optimally in the sector, despite accounting for over 70% of smallholder farmers.

Title	Gender and Social Inclusion Expert
Reporting to	Programs Manager
Location	Nairobi with 60% field-based trips in 28 Counties in Kenya
Starting date	19th January 2026
Contract Length	12th months renewable based on Performance and subject to funds availability.
Closing date for applications	2st January 2026
Note: The position is open to both Youths, Women, Persons with Disability candidates who meet the specified qualifications.	

SUMMARY OF THE ROLE

Gender and Social Inclusion Expert position has both an internal and external orientation but works closely with the Executive Director, Head of Programs, Finance, MEAL, Human Resource, and Operations teams internally in facilitating the planning, implementation, and monitoring of programs, projects, and activity initiatives. Externally, the role will be expected to strategically position WEL as a leading provider of life-changing interventions for women, youths and their families. Especially, a dynamic, passionate gender and social inclusion specialist to develop and lead WEL's high-quality Gender and Social Inclusion Programme that ensures women and youths benefit from Financial Inclusion efforts. The role will be responsible for understanding and subsequently working towards eliminating the systemic, and practice-based biases, constraints that prevent women and youths from fully benefiting from financial inclusion in their SACCOS and groups to fulfil their ambitions and increase employment opportunities. The gender specialist will be responsible for developing and implementing FIYM gender and Youths inclusion – integrating gender mainstreaming and gender transformative approach to the project.

He/she will provide a Technical Lead on Gender mainstreaming of the grant in line with the Donor requirement through programme development, effective coordination, consolidation, representation, technical support, and guidance by ensuring quality performance, a cohesive team spirit and motivation to perform. In addition, he/she will manage and ensure resource mobilization, prioritization and allocation, work plan coherence, and compliance to the organization's and donor policies and guidelines.

JOB RESPONSIBILITIES

Strategic

Lead WEL's gender and Financial inclusion strategy, implementation, evidence monitoring, impact and learning agenda.

Understanding the Landscape

- Lead the Project understanding (supply side and policy efforts, demand side needs) on current engagements across all industry actors on gender and Financial inclusion Programming.

Transformative and Mainstreaming Gender and youth Approach:

- Understand, integrate and develop tools to effectively monitor gender and youth mainstreaming in the Program.

Program Delivery:

- Lead the development and implementation of Gender and youth programs implementation strategy
- Develop tools to support gender and youth integration within WEL and other partners interventions.
- Equip the staff and partner staff with gender analysis and assessment tools to enhance performance.
- Support the development of actions plans for gender and youth activities.
- Support the monitoring and review of gender and youth work within the project and partner organizations.

Research, Thought Leadership:

- Plan and coordinate gender and youth innovations and initiatives and ensure innovations during the implementation.
- Develop policy briefs, blogs and other relevant communication outputs on Gender mainstreaming and financial inclusion strategies that work, in conjunction with the communications team.
- Conduct periodic contextual analysis on women and youth entrepreneurs to inform policy advocacy and programming.
- Identify information needs/research gaps and develop gap filing strategies.

Monitoring and Reporting on gender and youth access to Financial services:

- Provide professional guidance to staff and partners on gender and youth monitoring and evaluation on Financial uptake
- Make recommendations on changes on set strategies where necessary.
- Ensure evidence-based reporting mechanisms for gender and youth financial access

Resource Mobilization & Donor Relationship Management

- Support the Program Manager in developing and managing relationships with existing donors.

- Lead on the development of programme ideas into quality grant proposals through a community-based and participatory approaches.
- Collaborate with the different department leads to respond to potential funding opportunities aligned with WEL's strategy.

Partnerships and Networking

- Support Program Managers to strengthen networks in the WEL's collaboration areas.
- Provide support to the networks for building the capacity of the community networks.
- Support the Programme Teams in strengthening relationships with the strategic networks and alliances.
- Represent WEL and participate in network and cluster meetings, events, and forums at the County and or national levels as assigned.
- Ensure effective information flow and communication with other stakeholders including partners.
- Initiate and nurture networks and alliances with Financial Institutions, academia, and research institutions.
- Ensure effective partnerships at all levels as per standard procedures and guidelines of the organization.
- Ensure follow-up of partners after reviews and reflections.

Human Resource Management

- Support the program team in more than 28 Counties to achieve its mandated targets in accordance with annual operational plans and Gender compliance mechanisms.
- Ensure an empowering work environment and team building in compliance with the organization's values, principles, and attitude.
- Ensure an enabling environment for staff performance, recognition, and reward of the program team to encourage staff productivity, innovation, and performance (e.g. facilities, equipment, duty facilitation, team building, etc.).
- Work with the HR department to identify training needs and development opportunities for supervised staff.

Policy Management and Compliance

- Participate in the development and implementation of WEL-specific guidelines for Gender mainstreaming in line with the relevant organizational policies.
- Participate in the review and update of Gender policies and procedures and advise the SMT on the potential implications of the new system, policies, and procedures.
- Implement all necessary Gender based policies and procedures to ensure that correct procedure is followed by staff under supervision.
- Adhere/Comply with approved Gender based policy.

Risk management and Compliance

- Conduct Gender assessments to define and analyse possible risks
- Evaluate the gravity of each risk by considering its consequences
- Participate in project Gender Audit processes and procedures
- Develop risk management controls and systems
- Evaluate employees' risk awareness and train the staff on Gender compliance when necessary

Person Specification/Qualifications

a) Education and certification:

Bachelors' Degree in Gender and development studies, human rights-based approach, participatory approaches and methodologies, monitoring and evaluation is highly desired.

b) Essential Experience:

- At least 5-10 years of demonstrable experience, 5 of which have been in developing and implementing a gender portfolio, gender related programming – preferably in the financial services domain
- Demonstrable experience in gender mainstreaming within programmes Demonstrable experience either developing gender tools and frameworks and / or delivering these frame works and tools (internally within the organisation and externally with partners)
- Exceptional communications skills and Team work skills

c) Essential Knowledge:

- Understanding of the local Kenyan context in relation to Women's Economic Empowerment and drivers of sustainability, especially financial inclusion would be an added advantage.
- Understanding and / or experience of working on youth inclusion would be a plus.
- Understanding of SACCOs, cooperative movements, the financial sector and / or digital financial services would be a huge plus.

d) Essential Skills:

- Learning and Expert Status
- Getting Work Done
- Relationship Management
- Influencing and Impact Management
- Proactivity and Innovation
- Thinking and Problem Analysis

e) Ability: Work on own initiative with minimum supervision and to stay on task, work under pressure and tight deadlines, and travel frequently.

Note: He/she should be a self-starter who is creative, diplomatic, mature, and decisive.

How to Apply:

- Please send your CV (maximum 4 pages) and Cover Letter with attached copies of your national ID and any other supporting information to recruitment@wel.or.ke
- Deadline for receiving applications shall be on 2nd January 2026 at 7:00 PM EAT. *Any application sent after this deadline shall not be considered for shortlisting.*
- Only shortlisted candidates shall be contacted