

JAMES MAINGI MUTINDA, MPRSK, CIPR

Public Finance Communication | Strategic Communication | Policy Storytelling | Reform Documentation

Nairobi, Kenya | jmaingi116@gmail.com | +254 790 631 623

Profile Summary

Strategic and impact-driven Public Finance Communication and Strategic Communication Specialist with over five years of experience supporting public financial management reform, fiscal policy communication, technical report review and evidence-based public sector storytelling. Strong background in translating complex budget, expenditure and reform information into clear policy documents, executive briefs, documentaries, dashboards, infographics and stakeholder-facing knowledge products. Combines a finance background, professional public relations training and ongoing Master of Arts studies in Strategic Communication to connect technical analysis with public understanding, institutional credibility and reform impact.

Core Competencies

• Budget, expenditure and public finance communication • Technical review of fiscal, policy and reform reports • Executive writing, editing and analytical synthesis • Policy communication, knowledge translation and messaging • Documentary production, digital storytelling and scripting	• Strategic communication and storytelling for public sector reforms • Data interpretation, dashboards, charts and infographics • Stakeholder coordination, peer learning facilitation and event storytelling. • Strategic communication planning and reform visibility • Photography, videography, reels and visual knowledge products
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SELECTED CONSULTING AND SIGNATURE ASSIGNMENTS

Digital Storytelling and Documentary Production Consultant | CABRI - Regional Digital PFM Documentation

March - April 2026

- Produced two documentaries covering Anglophone and Francophone regional perspectives on the impact of digital systems on public finance management.
- Documented a CABRI stakeholder engagement event in Rwanda through photography, videography, interview capture and short-form reels for digital dissemination.
- Translated technical conversations on digital public finance systems into accessible stories for reform actors, policy audiences and peer-learning platforms.

Digital Public Finance Storytelling Consultant | CABRI - Kenya, Rwanda and Liberia

November 2025

- Produced digital stories documenting the impact of PFM systems in Kenya, Rwanda and Liberia, highlighting country-level reform experiences and implementation lessons.
- Developed storylines, interview narratives and visual outputs that connected digital PFM reforms to transparency, efficiency, accountability and service-delivery outcomes.
- Supported CABRI knowledge sharing by packaging technical reform experiences into clear, audience-sensitive digital communication products.

Professional Experience

Communication Specialist I | Public Financial Management Reforms Secretariat, The National Treasury

June 2024 - Present

- Provides strategic communication support, technical review and editorial quality assurance for fiscal, policy and reform documents, ensuring clarity, coherence and alignment with PFM reform priorities.
- Developed three reform-based documentaries on e-GP, IFMIS and iCMS, translating highly technical reform narratives into accessible public-facing content.
- Supported preparation and communication alignment of the PFM Reforms Strategy 2023-2028, strengthening consistency between reform priorities, evidence and messaging.
- Produces analytical summaries, dashboards, infographics and reform communication products that connect data insights to governance outcomes and stakeholder understanding.
- Coordinates departmental contributions for national and county-level PFM reports, supporting structured documentation, peer learning and dissemination.

Programme Communication Assistant | Public Financial Management Reforms Secretariat

October 2021 - June 2024

- Reviewed, edited, reformatted and simplified budget and reform reports for policy, institutional and public dissemination.
- Supported development of policy briefs, infographics, reform case studies and knowledge products for public finance reform communication.
- Participated in county-level documentation of reforms and stakeholder engagements, capturing evidence, lessons and emerging reform stories.
- Contributed to consistent messaging across reform outputs, helping technical teams present complex information in a clear and accessible manner.

Volunteer | Public Financial Management Reforms Secretariat

January 2020 - January 2021

- Assisted in compiling financial and management reports, gaining foundational experience in budget reporting, compliance support and data verification.
- Supported administrative and documentation processes linked to public finance reform reporting and institutional coordination.

SELECTED VALUE CONTRIBUTION

- Bridges public finance analysis and strategic communication by turning technical fiscal information into products that decision-makers, stakeholders and citizens can understand and use.
- Strengthens reform visibility through a strong blend of policy writing, digital storytelling, documentary production, data visualization and stakeholder documentation.
- Supports institutional memory and public-sector learning by converting events, reforms and lived stakeholder experiences into credible, compelling knowledge products.

ACADEMIC AND PROFESSIONAL QUALIFICATIONS

- Master of Arts in Strategic Communication - Aga Khan University, Ongoing
- CIPR Professional PR Diploma - University of Nairobi
- Bachelor of Science in Finance - The Co-operative University of Kenya
- Certified Investment and Financial Analyst (CIFA - Part I) - KASNEB
- Certificate in Computer Applications - St. Bakhita Training Institute
- Member, Public Relations Society of Kenya (MPRSK)

Languages

English – Fluent

Referees

Danson Githumbi Maina
Urban Land and Infrastructure Management Specialist
Tel: +254 723 721 640 | Email: dansonmaina@gmail.com

Julius Mutua
Planning Secretary, The National Treasury
Tel: +254 725 296 650 | Email: juliusmutua1968@gmail.com

Kennedy Oliver Mwenda
Communication Specialist, Kenya Devolution Support Program
Tel: +254 738 454 425 | Email: mwendaoliver@gmail.com