

DR. MARTIN KURIA GITHINJI

PhD | Behaviour Change Communication Expert & Consultant | Senior Academic

Nairobi, Kenya | Kenyatta University | International Communication Association Member

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PROFESSIONAL SUMMARY

Dynamic and accomplished academic and communication professional with over 12 years of teaching experience across six Kenyan universities and one international institution, and more than a decade of applied consultancy work in strategic communication, behaviour change communication (BCC), digital media, and development communication. Holder of a PhD in Communication Studies (Moi University), I bring a rare combination of rigorous academic credentials, real-world consultancy expertise, and demonstrated impact across the public, NGO, and corporate sectors. My research and applied work spans digital communications, political communication, risk communication, and BCC — with a growing focus on East African contexts. I have international academic engagement experience including an Erasmus+ visiting scholar placement at the University of SS. Cyril and Methodius Trnava, Slovakia. I am a skilled supervisor, researcher, and communicator committed to advancing knowledge and practice in communication for development and social change.

CORE COMPETENCIES

Behaviour Change Communication	Digital & Political Communication	Academic Research & Publishing
Risk & Crisis Communication	Postgraduate Supervision	Video, Film & Audio Production

ACADEMIC QUALIFICATIONS

PhD, Communication Studies (Media Concentration) Moi University, Eldoret, Kenya <i>Thesis: Use of Digital Television in Nurturing Innovation in Kenya</i>	2014 – 2017
MA, Corporate Communications Daystar University, Nairobi, Kenya	2011 – 2014
BA, Electronic Media & Communication (First Class) Daystar University, Nairobi, Kenya	2006 – 2011

ACADEMIC & PROFESSIONAL EXPERIENCE

Lecturer — Kenyatta University, Nairobi	2021 – Present
- Teach and evaluate undergraduate and postgraduate students in Broadcast Media, Photojournalism, Public Relations, Film Studies, and Communication Research. - Departmental Examination Coordinator: Chair and oversee all examination processes in the Communication, Media, Film and Theatre Studies Department. - Former Chair, Departmental Postgraduate Research Board (2021–2022): Led coordination of PhD and Masters thesis research processes. - Developed a departmental postgraduate evaluation scoresheet for PhD and Masters thesis assessments. - Active postgraduate supervisor with a strong completion record across multiple institutions.	

Lecturer & Public Relations Officer — Karatina University **2018 – 2021**

- Facilitated learning at undergraduate, masters, and PhD levels in Digital Media Production, BCC, Media Management, Mass Communication, Public Relations, and Development Communication.
- Served as Acting Director of Public Relations: Led digital media strategy, corporate communications, branding, stakeholder management, and internal/external communications.
- International Organisational Standardisation Champion: Ensured quality teaching standards within the Department of Human Resource Development.
- Served as Departmental Examination Coordinator.

Full-Time Lecturer — Riara University, Nairobi **2016 – 2018**

- Taught Television/Video Production, Video Editing, Broadcast Journalism, Advanced Radio Production, Scriptwriting, Cyberculture, and Public Relations.
- Served on the Students Disciplinary Board and University Grading Information Systems Board.

Part-Time Lecturer — United States International University – Africa (USIU-A) **2016 – Present**

- Teach and evaluate undergraduate and postgraduate students in Digital Communication, Media Ethics, Advertising, and Behaviour Change Communication.

Part-Time Lecturer — Moi University **2015 – 2017**

- Taught Psychology of Communication at undergraduate level.

Full-Time Lecturer — Livingstone International University, Uganda **2014 – 2015**

- Facilitated learning and evaluated undergraduate students in Video Production, Sound Production, and Public Relations.

Part-Time Lecturer — Mount Kenya University & Technical University of Kenya **2015 – 2016**

- Taught Audio and Video Production, Computer Graphics, Animations, News Writing, Public Speaking, Semiotics, and Communication Graphics.

Assistant Communications Officer — World Friends Onlus (Italian NGO) – Kenya **2012 – 2014**

- Led media relations, press communications, and journalist database management.
- Managed social media and digital communications strategy across online platforms.
- Coordinated visibility and advocacy events with health stakeholders around Maternal Health and child disability.

CONSULTANCY PORTFOLIO

BCC Consultant — SKIQA Group – Clean Energy & Industrialisation **2024 – 2025**

- Commissioned as Behaviour Change Communication Expert to design and deliver BCC strategy and materials targeting clean energy adoption and industrial behaviour change in Kenya.

BCC Specialist – ELMECC Project — Practical Action Kenya / CCAK / Gamos East Africa **2024 – 2025**

- Developed a comprehensive 10-chapter Behaviour Change Communication Strategy for the Enhancement of Local Manufacturing and Energy Crop Cultivation for Clean Cooking Supply Chains (ELMECC) project.
- Applied COM-B, Socio-Ecological Model, Market Systems Development, Diffusion of Innovations, Moser Gender Planning Framework, and Human-Centred Design frameworks.
- Integrated GEDSI (Gender Equality, Disability, and Social Inclusion) as a central cross-cutting theme throughout the strategy.

Media & Communications Consultant — CGTN / China Radio International **July 2022 – 2023**

- Conducted audience perception research on CGTN and Chinese radio programming among Kenyan and African audiences.
- Delivered findings on media framing, positioning, and audience reach to inform programming investment decisions.

External Reviewer — Kenya Institute for Public Policy Research and Analysis (KIPPRA) January 2024

- Invited to review the research paper: 'Exploiting the Potential of Creative Economy in Kenya: An Assessment of the Policy and Institutional Environment.'

Communication Consultant (Pro-Bono) — Independent Electoral and Boundaries Commission (IEBC) August 2012 – 2013

- Supported IEBC in managing media relations during Kenya's election processes.

Music Digital Marketing Director — Blue Zebra / Love + Protest – Eric Wainaina February 2011 – 2012

- Designed and executed a successful global music marketing campaign for world-renowned Kenyan artist Eric Wainaina, contributing to over 7,000 copies sold internationally and 5 million+ audience engagements.

Corporate Communication Trainer — Moi Teaching and Referral Hospital December 2018

- Conducted professional development training in Corporate Etiquette and Crisis Communication.

PUBLICATIONS

Books

1. Kiilu, T. K., & Githinji, M. K. (2025). *Conscientious branding: How the world's leading companies manage their brands in the modern era*. Cambridge Scholars Publishing. ISBN 978-1-0364-5848-5.
2. Githinji, M. K., & Kiilu, T. K. (2022). *Human communication through a social psychology lens: A theoretical perspective*. Cambridge Scholars Publishing.
3. Kuria, M. (2023). *Qualitative Research Approach: A pocketbook for early researchers*. Lambert Publishers.

Trainer's Manual

4. Githinji, M. K., & Kimotho, S. (2022). *Kura yako, sauti yako! Youth-led and Youth-managed civic and voter education program, trainer's manual*. Kenya Civic Education Program (USAID-funded).

Refereed Journal Articles

5. Kuria Githinji, M., & Kiilu, T. K. (2025). Authority-led risk communication strategies in managing Nyiragongo volcano eruptions in Goma, Congo. *Journal of Communication and Media Research*, 17(2).
6. Githinji, M. K., & Kiilu, T. K. (2026). From automation to co-creation: Human–AI collaboration in professional communication — A systematic review. *Journal of Communication and Media Research*. [Under Review].
7. Githinji, M. K., & Kiilu, T. K. (2026). Leveraging artificial intelligence in digital television to nurture innovation in Kenya: A literature review. [Under Review].
8. Githinji, P., Kuria, M., & Githinji, S. (2024). Bridging the gap: The role of social media support groups in diabetes care and management. *Journal of Primary Health Care and Family Medicine*. [Accepted – Final Review].
9. Kuria, M., & Mutahi, I. (2024). Social media influencers on the consumer decision-making process in the Kenyan cosmetic industry. *Journal of Communication and Media Research*. [Accepted – Final Review].

10. Kuria, M., & Njuguna, A. (2022). Internal corporate communication and employee productivity in Kenya: The case of Plan International Kenya. *Journal of Communication and Media Research*, 14(2).
11. Masaki, E., & Kuria, M. (2021). Uses and gratifications of LinkedIn as a communication platform for human resource development in the formal sector in Nairobi County, Kenya. *Journal of Communication and Media Research*.
12. Kahura, N., Kuria, M., & Macharia, J. (2021). An examination of Kenyan Government's use of interpersonal communication in changing men's behaviour response to prostate cancer screening. *Journal of Communication and Media Research*.
13. Kuria, M. (2019). Issues raised in mother-daughter sex communication and their perceived influence on sex practices among adolescent females in selected upper primary schools in Kenya. *Journal of Communication and Media Research*.
14. Kuria, M., & Ndayikunda, Y. (2019). Media training and journalism competence in Kenya: Perspectives from Standard Group Media Senior Managers. *The International Journal of Humanities & Social Studies*, 3(5).
15. Kuria, M., & Ndayikunda, Y. (2019). The extent to which e-democracy facilitates citizen participation in Burundi. *The International Journal of Humanities & Social Studies*, 3(5).
16. Kuria, M. (2017). Crises experienced in church organisations: The case of Parklands Baptist Church, Nairobi, Kenya. *Journal of Humanities and Social Science*, 22(3).
17. Kuria, M. (2017). Crisis communication strategies used in Kenya's churches before, during, and after crises: The case of one local church in Nairobi County. *International Journal of Humanities and Social Science Research*, 3(3).
18. Kuria, M., & Nyamboga, E. (2016). Establishing knowledge gap issues in Kenya: Why information for innovation on digital television is difficult to access among Jua Kali artisans. *Journal of Humanities and Social Science*, 21(10), 44–53.
19. Kuria, M., & Nyamboga, E. (2016). Challenges in the production of innovative content for engineering artisans: A case study of media producers in Nairobi, Kenya. *The International Journal of Humanities and Social Studies*, 4(10).

POSTGRADUATE SUPERVISION

PhD Supervision — Completed

- Ndungu, K. (2022). Behaviour change communication and men's response to prostate cancer screening in Central Kenya. PhD Thesis, Karatina University. Supervised to completion and graduated.

Masters Supervision — Completed

- Mwangi, E. (2024). Internal corporate branding and quality service delivery in Kenya: The case of KenGen Company Limited. MA Thesis, USIU-Africa.
- Vagheni, K. H. (2023). Risk communication strategies in a disaster context: A study of Nyiragongo Volcanic Eruptions, Goma, DRC. MA Thesis, USIU-Africa. Graduated.
- Mutahi, W. I. (2022). The role of social media influencers on the consumer decision-making process in the cosmetics industry. MA Thesis, USIU-Africa. Graduated.
- Muriuki, N. (2022). The influence of mediated communication on employee task performance: The case of USIU-Africa. MA Thesis. Graduated.
- Magack, E. (2021). The role of LinkedIn as a communication platform in human resource development. MA Thesis, USIU-Africa. Graduated.
- Njuguna, A. (2021). Internal corporate communication and employee productivity: The case of Plan International Kenya. MA Thesis, USIU-Africa. Graduated.

Masters Thesis Examination — External Examiner

- 14 Masters theses examined across USIU-Africa and Karatina University (2018–2024), covering digital communication, social media, risk communication, governance, gender-based violence advocacy, and media studies.

CONFERENCE PRESENTATIONS

- Kuria, M., & Nyakundi, E. (2018). Issues in digital television content accessibility among engineering informal workers in Kenya. 8th East African Communication Conference, University of Rwanda, Kigali.
- Kuria, M., & Ndayikunda, Y. (2019). Marxist Theory of Media: The impact of media as a means of production on professionalism and independence of Kenya's media. 9th Annual EACA Conference, Aga Khan University, Nairobi.
- Kuria, M., & Ndayikunda, Y. (2019). Kenya digital television content production for innovation and its accessibility to Jua Kali artisans. 9th Annual EACA Conference, Aga Khan University, Nairobi.

GRANTS & FUNDRAISING

- Raised USD 300,000 for Daystar University during the Minneapolis crowdfunding tour — demonstrating capacity for international resource mobilisation and donor engagement.
- Certified in Grant Writing (FID Certification, 2017).

PROFESSIONAL DEVELOPMENT & TRAINING

- Research Ethics in Global Research — University of Edinburgh (Online, August 2021)
- Gender Equity and Empowerment Workshop — Kenyatta University (February 2022)
- New Research Management System (KENRIS) & STI Mainstreaming — Kenyatta University (May 2022)
- Virtual Science Communication Training — Kenyatta University (November 2021)
- Capacity Building Seminar for Staff Mentors: Bridging the Generational Gap — Kenyatta University (June 2023)
- Google Classroom Certification (2017)

INTERNATIONAL ACADEMIC ENGAGEMENTS

- Erasmus+ Visiting Scholar — University of SS. Cyril and Methodius Trnava, Slovakia (August/September 2025): Participated in a combined research and teaching exchange under the Erasmus+ International Credit Mobility programme. Erasmus Code: SK TRNVA 02. Grant Agreement Reference: 2022-1-SK01-KA171-HED-000069533.

PROFESSIONAL MEMBERSHIPS

- International Communication Association (ICA) — Active Member
- East African Communication Association (EACA)
- UN Volunteer Programmes in Kenya — Active Participant

REFEREES

Dr. George Kingara

Senior Lecturer, Department of Communication, Media,

Prof. Dorothy Njoroge

Director, School of Communication

Film and Theatre Studies
Kenyatta University, Nairobi

USIU - Africa, Nairobi

Dr. Katarína Ďurková

Lecturer, Faculty of Mass Media Communication
University of SS. Cyril and Methodius, Trnava, Slovakia