

JOB OPPORTUNITY

Join Our Team: **Communication Expert (1 Position) contractual**

Are you passionate about promoting development knowledge and showcasing innovative initiatives to a global audience? Join Rwanda Cooperation Initiative (RCI), a dynamic organization committed to driving international cooperation and knowledge sharing through Rwanda's Home-Grown Solutions.

About RCI

Established in 2018, RCI is Rwanda's global gateway for development knowledge exchange. We promote Rwanda's innovative development initiatives through study visits, training, research, advisory services, and project implementation. Our mission is to foster shared learning and global partnerships that accelerate development.

About the Role

As a Communication Expert, you will:

- Create and Coordinate, manage communication content relevant to RCI Audience national and International
- Foster global partnerships by promoting Rwanda's innovative initiatives through all communication channels
- Contribute to research, advisory services, and project implementation using Communication Expertise

This role offers a unique opportunity to contribute to Rwanda's global development narrative while expanding your career in international cooperation and knowledge-sharing.

Qualifications and Requirements

- Proven experience in marketing and communication,
- Content creation and sharing with RCI national and International Audience
- A passion for development knowledge-sharing.

How to Apply:

Address your application to the Chief Executive Officer of RCI and email it with the subject line Communication Expert to recruitment@cooperation.rw by 5:00 PM, on Thursday, March 20, 2025.

Submit the following documents in a single zipped file:

- CV
- Cover letter
- Copy of degree(s) and certificate(s)
- Copy of ID card or valid Rwandan passport

Why Join Us?

Be part of an organization that is shaping Rwanda's development story and making a global impact through cooperation and shared learning.

Note: Only shortlisted candidates will be contacted.

Best regards,

Digitally signed

Ms. Patricie Uwase
Chief Executive Officer

Job Identification	
Administrative Unit	Chief Executive's Office
Job Title	Communication Expert
Supervise Title:	Communication Manager
Job Purpose	
<p>Under the supervision of the Marketing and Communication Manager, the Marketing and Communication Expert is in charge of overseeing all internal and external communications and marketing for the company, ensuring its message is consistent and engaging, preparing detailed media reports, press releases, and marketing materials.</p>	
Key Job Responsibilities	
Functions	Tasks
1. Develop and implement the marketing strategies and campaigns.	<ul style="list-style-type: none"> - Developing the marketing strategy for the company in line with company strategic objectives; - Overseeing current offerings and comes up with initiatives for new products or services; - Conducting online or virtual marketing campaigns through conferences, trade shows, and major events and own their implementation from ideation to execution; - Overseeing and approve marketing material, from website banners to hard copy brochures and case studies; - Monitoring, measuring and reporting on effectiveness of the performance of marketing communication campaigns; - Maintaining effective internal communications to ensure that all relevant company members (Board, Executive Staff and Employees) are kept informed of marketing events and objectives; - Analyzing potential strategic partner relationships for the company marketing;

	<ul style="list-style-type: none"> - Provides in-depth information to interested clients, and acts as a representative for the company in important buyer meetings.
2. Design and implement the annual communication plan.	<ul style="list-style-type: none"> - Elaborating the annual communication plan and related budget; - Elaborating communication mechanisms and ensure internal communication for a better implementation of the communication plan; - Collecting and manage complaints from clients on internal services and needs in terms of Company's information and mandate; - Elaborating corresponding communications/messages based on targeted group and disseminates them via most appropriate media.
3. Conduct surveys on public opinion about services offered by the institution on request of supervisors.	<ul style="list-style-type: none"> - Developing methods, tools to be used in the surveys; - Collecting, compiles and analyzes the results of investigations and complaints received in the suggestions' box and identify key ideas; - Collecting and processes information from clients on their expectations, satisfactions, and type of disputes with the Company; - Advising and recommend on how to improve the image and quality of the services delivered by the Company.
4. Coordinate and orient media relations.	<ul style="list-style-type: none"> - Preparing messages, press conferences, press statements and press release to disseminate the updates on the Company's activities; - Organizing and facilitate media interviews with the Company; - Writing articles to be published in newspapers and online media on the achievements of the Company; - Maintaining constant relationship with various media outlets, private and public; - Media monitoring and providing reports and updates to CEO;

	<ul style="list-style-type: none"> - Providing advice regarding media and communication to CEO and RCI in general.
5. Build and enhance the image of the institution.	<ul style="list-style-type: none"> - Routinely providing information about the Company to the clients and general public; - Participating in organizing the company's major events to enhance its visibility.
6. Manage the Content of the Company Website	<ul style="list-style-type: none"> - Producing valuable and engaging content on the company website and blog that maintain current and attract potentials clients; - Regular updating of the news section with stories, videos and pictures; - Updating website's different menus in collaboration with IT Expert; - Website content optimization; - Regular content update and content management of the website; - Website backup and upgrade; - Editing of pictures and sound to support multimedia and multiplatform films.
7. Managing the social media	<ul style="list-style-type: none"> - Twitter (Use live tweet during events; recording the key event of RCI with picture, drafting a tweet, editing before posting, posting a tweet, ...); - Facebook; - Flickr; - YouTube (Taking video shoot, Editing the video, Posting the video); - Ensuring production of high-quality content & communication materials; - Coordinating and monitoring placement and responses on key issues regarding RCI;

	<ul style="list-style-type: none"> - Ensuring online presence of RCI with quality content; - Supervise content creation schedules based on RCI priorities, events, policies and programs; - Supervising the implementation of communication campaigns on key RCI programs and events - Ensuring good internal communication within RCI; - Acting as contact person for media inquiries by phone and email.
Job Specifications	
Required Education Qualifications	<p>Bachelor’s degree in Communication, Public Relations, Political Sciences, International Relations & Journalism or any other relevant qualifications & experience</p> <p>Master’s degree in Communication, Public Relations, Political Sciences, International Relations & Journalism or any other relevant qualifications & experience.</p>
Relevant Experience	<ul style="list-style-type: none"> - At least 4 years working experience in communication, journalism, public relations or marketing for Bachelor’s degree holders, and 2 years working experience for Master’s Degree holders; - Proven experience in making press release, brochure, pamphlet, etc.; - Extensive experience in on report writing and presentation; - Experience to apply fundamental concepts and principles of a professional discipline relating to investigating facts, gather and filter information, and deliver it to the public (audience).
Required Skills and Competencies	
<p>Interpersonal Skills:</p> <ul style="list-style-type: none"> - A self-starter, capable of acting on own initiative and proactively managing competing demands and pressures and able to multi-task effectively; - Results oriented – to be constantly driven by timely achieving expected results 	

- Able to work collaboratively, with a range of colleagues in the wider organisation, as well as with external stakeholders;
- Excellent interpersonal, diplomatic, oral communication skills;
- Confidence in working with senior internal and external stakeholders.

Planning and Organization Skills:

- Identifies and sets targets linked to strategic goals of the institution and allocates them for implementation;
- Identifies and assesses optimal resource needs to implement strategies and to achieve set targets;
- Oversees monitors and ensures the execution of institutional plans;
- Ability to report accurately and timely on the implementation of plans;
- Superior project management and time management skills.

Teamwork Skills:

- Works collaboratively with colleagues to undertake specific tasks to achieve common goals;
- Solicits inputs by genuinely valuing others' ideas and expertise.

Communication Skills:

- Understands clearly situations and communicates his/her message with clarity to a relevant audience;
- Listens attentively to others with an open mind and provides feedback;
- Uses proper channels of communication;
- Confident communicator and presenter;
- Ability to convey ideas in a clear and precise way;
- When assigning tasks, clearly specify the responsible staff copying other concerned staff for shared collective responsibility.

Professionalism:

- Demonstrates strict adherence to ethical and performance standards;
- Exhibits a sense of ownership, responsiveness, urgency and courtesy.

Writing and Spoken Skills

- Strong writing, editing, proofreading, layout and design,
- Professional printing/publishing skills are essential, including ability to present concepts verbally;
- Fluent in Kinyarwanda, English and French.

Customer Focus Skills:

- Values client relationship and treats clients with respect and courtesy;
- Provides high quality services that address Client/Citizen needs and expectations.

Analytical Skills:

- Well placed sense of judgement and political skills, able to exercise absolute discretion and confidentiality;
- Evidence of an ability to “think outside the box” and generate and implement creative solutions;
- Have strong attention to detail.

Computer and Digital Media Skills:

- Have highly IT skills across standard Microsoft packages;
- Embraces new technological solutions to solve company challenges;
- Continually upgrades his/her technological skills to enhance company performance;
- Strong knowledge and understanding of current trends in digital media and social media;
- Self-motivated with a positive and professional approach to management.

Creativity and Innovation Skills

- Have a wide degree of creativity and latitude;

- Proposes new ideas, different options or persuades colleagues to solve problems or meet client needs.
- Uses creative techniques and skills to design and develop options to improve how the institution works.
- Has ability to adapt and use alternative techniques to achieve institutional goals.

