

## RECRUITMENT NOTICE

Rwanda Internet Community and Technology Alliance (RICTA) is a not-for-profit organization representing the Rwanda Internet community whose main objective is to manage the .RW Country Code Top Level Domain (cc-TLD) and Rwanda Internet exchange point.

RICTA would like to recruit a suitable qualified candidate to fill the position of PR, Marketing and Communications Officer.

**POSITION/TITLE: MARKETING, PR & COMMUNICATION OFFICER**  
**DEPARTMENT: PR/MARKETING & COMMUNICATION DEPARTMENT**  
**POSITION TYPE: FULL TIME /PERMANENT**  
**REPORTING TO: CHIEF EXECUTIVE OFFICER**

## MAIN PURPOSE OF JOB

The PR, Marketing and Communications Officer is responsible for working with RICTA Executive Committee to nurture a strong industry network, increase awareness and develop an enviable corporate image by developing and executing effective PR, Marketing and Communication programs and ensure that RICTA operations and public relation business functions are conducted and implemented properly and efficiently.

## JOB DESCRIPTION

### RICTA MARKETING, PR & COMMUNICATION OFFICER

Job Description
<p>The main tasks of the PR, <i>Marketing and Communication Officer</i> are:</p> <ul style="list-style-type: none"><li>• Develop a marketing communications plan including strategy, goals, budget and tactics</li><li>• To plan, coordinate and execute public relations activities and events to promote a positive image</li><li>• Develop media relations strategy, seeking high-level placements in print, broadcast and online media</li><li>• Coordinate all public relations activities</li><li>• Engage audiences across traditional and new media</li><li>• Leverage existing media relationships and cultivate new contacts within business and industry media</li><li>• Manage media inquiries and interview requests</li><li>• Create content for press releases, byline articles and keynote presentations</li><li>• Monitor, analyze and communicate PR results on a quarterly basis</li><li>• Build relationships with thought leaders to grow industry awareness</li><li>• Maintain a keen understanding of industry trends affecting clients and make appropriate recommendations regarding communication strategy surrounding them.</li><li>• Assist in coordinating print, broadcast and new media advertising campaigns.</li><li>• Assist with writing and distributing news releases announcing important information and events;</li><li>• Update and maintain calendar of events.</li><li>• Coordinate media buys and reserve advertising space with appropriate media outlets;</li></ul>

- Create and maintain integrated campaign spec sheets and determines production deadlines.
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- Contribute to short and long-term organizational planning and strategy as a member of the team
- Assist with other duties as assigned by the management.
- Contribute to short and long-term organizational planning and strategy as a member of the team

## Required Academic Qualifications, Competences and Skills.

- Proven working experience in public relations required.
- Proven track record designing and executing successful public relations campaigns at both a local and international level.
- Strong relationships with both local and international business and media outlets.
- Comfortable and skilled in both broadcast and print media interviews.
- Exceptional writing and editing skills.
- Solid experience with social media including blogs, Facebook, Twitter, etc.
- Event planning experience.
- BA/MA degree in Marketing, Advertising, Communications, administration or a related discipline.
- At least 3 years of direct relevant work experience in Marketing, operations and public relations.
- In-depth knowledge of business operations and public relations.
- High integrity and accountability, leadership and good team work spirit.
- Proven skills in:
  - Planning and organizing
  - Communication: Fluent in English.

## How to apply:

Please follow the instructions as stated below as failure to do so could lead to disqualification. Applicants should submit Application Letter, CV/Resume, and copies of bachelor's degree addressed to

**Chief Executive Officer- RICTA**

**Ground Floor Hallmark Center**

**KG 17 AV**

**Kigali-Rwanda**

**and send it by mail to [hr@ricta.org.rw](mailto:hr@ricta.org.rw)**

RICTA is an equal opportunity employer.

Only successful candidates will be contacted. For all other inquiries please contact directly our HR department via email [vanessa.m@ricta.org.rw](mailto:vanessa.m@ricta.org.rw) or [gloria.u@ricta.org.rw](mailto:gloria.u@ricta.org.rw)

**Application deadline: 14/04/2023**

## RICTA MANAGEMENT