

Communications and Marketing Coordinator

Kigali, Rwanda

Overview

Pharo Foundation is a mission-driven, impact-oriented organisation that designs, funds, and operates economic development programmes to achieve its vision of a vibrant, productive, and self-reliant Africa.

The Foundation drives its impact through two key approaches:

1. **Pharo Development** is our non-profit arm, investing in public goods and development projects with the aim of making an impact in our three mission areas: **Education, Water** and **Economic Productivity**.
2. **Pharo Ventures** is our for-profit, patient-capital investment vehicle thriving to make impactful investments into critical value chains and aiming to capture value in Africa.

Pharo Foundation is actively building its portfolio in Rwanda and is committed to expanding our footprint to positively impact the country. To date, we have successfully launched Pharo School Kigali and a Teacher Capacity Building program to enhance quality and access to education for pre-primary and primary school students.

We are a diverse, multicultural, and passionate organisation, with over 700 employees in Ethiopia, Kenya, Rwanda, and Somaliland. Our headquarters are in Nairobi, Kenya, and we have a liaison office in London, UK.

Opportunity

Pharo Foundation is seeking a dynamic **Communications and Marketing Coordinator** to join our Kigali team and grow our impact footprint in Rwanda. This involves communications tasks to familiarise external and internal audiences with Pharo Foundation Rwanda. And furthermore, to support the growth of Pharo School Kigali – our flagship education programme in Rwanda.

In this role, you will be part of an international, cross functional organisation and work closely with the global and cross-African communications team to craft compelling social media content, shape the narrative of our school from the ground up, and actively engage with parents, students, and the wider community to foster a vibrant school experience. This position also offers the chance to grow your skills across a wide range of communications functions in a mission-driven organization.

Key Relationships

Role: Communications and Marketing Coordinator

Location: Kigali, Rwanda

Report to: Country Director

Functional reporting line to Global Director of Partnerships and Communications

Contract Type: Full time

Functional relationships:

- Global Communications team
- Pharo Foundation Rwanda Senior Leadership
- Pharo School Kigali leadership team
- External stakeholders

Duties and Responsibilities

Communications

- Write and edit press releases, articles, and news features, while supporting content contributions from global team members.
- Be responsible for Pharo School Kigali social media and contribute to Pharo Foundation global social media based on the needs set out in the weekly global social media call.
- Collaborate with cross-functional teams to implement the Foundation's global communications strategy within Rwanda.
- Represent the Foundation at conferences and events to increase outreach and awareness.
- Support the People and Culture team with respect to employer marketing and attracting talent.

Marketing

- Lead the development and execution of a comprehensive marketing strategy to support the long-term visibility of Pharo School Kigali and increase student enrolment.
- Lead the planning and execution of both digital and traditional marketing campaigns, including SEO, social media, content marketing, email campaigns, and paid advertising. Plan and coordinate school events, including the official opening day, ensuring seamless engagement with key stakeholders.
- Design and implement effective communication approaches to enhance the overall experience of parents and students, fostering trust and transparency.
- Oversee public relations initiatives, including media outreach and brand positioning to strengthen the school's reputation.
- Develop editorial calendars and produce high-quality content for school newsletters and other communication channels.
- Create engaging multimedia content, including photography and video, to showcase school activities and milestones.
- Provide creative direction and support for print materials, including layout, copywriting, and photography.
- Manage the school's social media presence, crafting impactful posts and driving community engagement across platforms.
- Track, analyze, and report on campaign performance, using data and insights to refine strategies and maximize impact.
- Continuously research and apply emerging marketing trends, tools, and best practices to keep campaigns fresh, innovative, and effective.

Qualifications and Requirements

- Bachelor's degree in marketing and/or related field.
- Minimum Three (3) years of experience in Communication or Marketing roles.
- Prior experience in public relations, community marketing, or media relations (a strong plus)
- Social media best practices.
- Proven experience as a marketing coordinator or similar role, with a track record of successful campaigns.
- Strong understanding of digital marketing, branding, and strategic planning.
- Proficiency in marketing tools and platforms (Google Analytics, SEO tools, social media management).
- Basic experience in content creation and graphic design marketing principles and practices.
- Knowledge of principles and practices of school and community relations.
- Experience with principles and techniques of planning, layout, and editing of brochures, pamphlets, newsletters, and other publications.
- Knowledge of principles and practices of photography and video production.

Personal attributes

- Intimate understanding of the Rwandan culture, society and digital landscape.
- Passion for impact and willingness to work in a dynamic team and contribute to the success of a growing for-impact organisation.
- Excellent communication, interpersonal and marketing skills.
- Open communicator with a natural smiling personality.
- Public speaking skills.
- Ability to work with stakeholders appropriately.

Application procedure

- We will review completed applications on a rolling basis. If we identify an outstanding candidate early in the process, we reserve the right to appoint before the deadline. For this reason, we encourage interested candidates to apply as early as possible. Due to the high volume of applications, we regret that we will only contact shortlisted candidates.
- You are required to attach a detailed CV and cover letter.
- To apply, please visit the Careers page on the Pharo Foundation website and submit your application <https://a.peoplehum.com/8m3jp>