

# Marketing & PR Specialist

## **JOB OVERVIEW**

Primarily responsible for planning, developing, and executing marketing and public relations strategies that enhance brand visibility, protect and strengthen the company's reputation, and support business growth objectives. The role involves managing both internal and external communications, overseeing marketing campaigns, media relations, and digital presence, while ensuring brand consistency across all platforms. The Marketing & PR Specialist works closely with management to translate business goals into clear, impactful communication and marketing initiatives

## **THE PERSON WE ARE LOOKING FOR**

Someone who is creative, strategic, and results-driven, with a strong sense of ownership and accountability for brand performance. We are looking for a professional who can work independently, manage multiple priorities, and deliver consistent, high-quality outputs with minimal supervision. You must be articulate, well-presented, and able to communicate clearly and professionally, both in writing and verbally. Integrity, reliability, discretion, and ethical conduct are essential and non-negotiable.

### **Personality Traits**

- Integrity and honesty
- Creative and innovative thinker
- Be a team player
- Strong attention to detail
- Self-driven and proactive
- Excellent communication and interpersonal skills
- Results-oriented and deadline-focused
- Ability to work under pressure
- Strong sense of responsibility and ownership
- Team player with a collaborative mindset
- Adaptable and open to feedback

### **Pre-requisites Skills & Qualifications**

- Bachelor's degree in Marketing, Communications, Public Relations, Journalism, Business, or a related field
- Minimum 5 years of progressive experience in marketing and/or public relations
- Proven experience in brand management, communications, or media relations
- Strong copywriting and content development skills
- Experience managing digital marketing platforms and social media channels
- Ability to work in a fast-paced and dynamic environment
- Strong organizational and time management skills
- Experience working with external partners such as media houses, agencies, or vendors
- Good understanding of market trends and consumer behavior
- Proficiency in MS Office and common digital marketing tools

## **RESPONSIBILITIES AND TASKS**

- Develop and implement marketing and public relations strategies aligned with company objectives
- Manage the company's brand image and ensure consistent messaging across all channels

- Plan, execute, and monitor marketing campaigns and promotional activities
- Create, edit, and manage content for social media, website, newsletters, press releases, and other communication materials
- Build and maintain strong relationships with media, partners, and key stakeholders
- Coordinate press coverage, interviews, events, and public engagements
- Monitor brand perception, media coverage, and public sentiment
- Prepare regular reports on marketing and PR performance, including campaign outcomes and engagement metrics
- Collaborate with internal teams to support product launches, events, and corporate initiatives
- Manage marketing budgets and ensure cost-effective use of resources
- Ensure compliance with company policies, brand guidelines, and applicable regulations
- Support crisis communication and reputation management when required
- Stay up to date with industry trends, digital tools, and best practices
- Perform all other duties as assigned by management

**REQUIRED TECHNICAL SKILLS**

- Strong written and verbal communication skills
- Advanced content creation and copywriting skills
- Digital marketing and social media management skills
- Basic graphic design or creative briefing ability
- Strong analytical and reporting skills
- Excellent organizational and planning skills
- Practical computer skills with solid knowledge of MS Office programs
- Demonstrated professionalism, discretion, and ethical conduct

*Apply via: [careers@easyhatch.rw](mailto:careers@easyhatch.rw)*