

Job Offer Communication Officer

1. Background

AVSI Rwanda is a not-for-profit organization registered at Rwanda Governance Board (RGB) as Local NGO, since January 2021. It was born out of the international branch of the AVSI Foundation, which began its operations in Rwanda in 1994, in the immediate aftermath of the genocide against the Tutsis in Rwanda. Its mission is to promote the dignity of the person through development cooperation activities.

Vision

AVSI Rwanda believes in a world where the person, aware of his/her value and dignity, is the protagonist of his/her own integral development and that of his/her community.

Mission

To work every day to build a society that is more dignified, more inclusive, more just and more respectful of the choices and needs of children and their families, and to build safer communities through strong partnerships in which parents, communities and schools are fully involved in ensuring children's blossoming.

1. Position Objective

The Communication Officer will be responsible for internal and external communication to enhance AVSI Rwanda's visibility, highlight its impact, and strengthen its image among partners, donors, beneficiaries, and the general public.

2. Key Responsibilities

A. Development and Implementation of the Communication Strategy

- Develop and implement a communication strategy adapted to available resources.
- Ensure consistency in AVSI Rwanda's messaging and branding across all communication channels.
- Develop engaging storytelling to highlight the impact of AVSI interventions.
- Create a visibility plan for each project in the country together with Project Manager and the AVSI Foundation Regional Communication Advisor and the approval of Program Manager (PM)

B. Content Creation and Media Relations

- Write and publish articles, interviews, testimonies, and impact reports (would be a plus).
- Manage and animate social media platforms (Facebook, X, LinkedIn, Instagram, etc.).
- Design communication materials (brochures, newsletters, videos, infographics, etc.).
- Establish and maintain relationships with local, national and international media.
- Write and distribute press releases and media kits when requested

C. Multimedia Production and Documentation

- Capture and edit photos and videos from the field to showcase activities and testimonies.
- Ensure media monitoring and documentation on AVSI Rwanda's focus areas.

D. Institutional and Partnership Communication

- Support project teams in communicating effectively with beneficiaries and partners.
- Ensure compliance with donor visibility requirements.
- Participate actively in organizing communication events (conferences, open days, etc.).

E. Internal Communication

- Improve internal information flow and contribute in reinforcing organizational culture.
- Produce a regular internal newsletter (monthly or quarterly).

3. Required Profile

- Degree in Communication, Journalism, Public Relations, Marketing, or a related field.
- 2 to 5 years of experience in communication, preferably in an NGO or resource-limited setting.
- Excellent writing and storytelling skills (French, English, and ideally Kinyarwanda).
- Proficiency in digital tools and social media management.
- Experience in photography/video production and proficiency in design software (Canva, Photoshop, InDesign, Premiere Pro, etc.).
- Ability to work autonomously with a creative and "low-cost, high-impact" mindset.

4. Conditions and Benefits

- Fixed-term contract (renewable based on performance and budget).
- Modest salary with potential non-monetary benefits (training, work flexibility, international exposure opportunities, etc.).
- Integration into a dynamic and committed team with strong social impact.

5. Essential requirements:

A. Education:

University Degree in: **Journalism- Communication** or in another field related;

B. Work experience:

At least 2 years of professional experience in humanitarian and/or development organizations in a similar position;

6. Skills required:

- Good knowledge of Adobe Illustrator, Photoshop and other basic graphics tools.
- Good level of French and English
- Local language: Kinyarwanda

Preferred Start Date: 21 April 2025

Job Location: Kigali - Rwanda with extensive field travel and interaction with various people living in rural areas;

Contract Duration: One-year renewable based on performance and availability of funds;

The deadline for submission is **until 11th April, 2025 at 5:00 PM**

3. How to apply

Interested candidates should submit their application all in 1 document (motivation letter, updated CV with details of 3 professional references, copies of academic qualifications and certificates of last employer), by e-mail to **kigali@avsi.org**. The email attachment should be in **PDF** format and remember to mention the job title in the subject. **Only shortlisted candidates will be contacted for test and interview.**

Note: AVSI Rwanda does not charge any fees at any stage of the recruitment process. If anyone requests any payment, please contact us immediately at the following address: lorette.birara@avsi.org

Lorette Birara
AVSI Rwanda Legal Representative