

Job Vacancy: Marketing & Customer Experience Lead

Location: Ishyo Foods Ltd Administration Offices.

Department: Sales & Marketing

Reports To: Sales & Marketing Manager

Employment Type: Full-time

About Us

ISHYO FOODS Ltd is a Rwanda-based food processing company specializing in premium jams and fruit-flavored yogurts. We use fresh, locally sourced ingredients and support smallholder farmers across the country.

Role Purpose

The Marketing & Customer Experience Lead will drive marketing strategy, brand growth, customer engagement, and service excellence across all touchpoints.

Key Responsibilities

- Develop and implement integrated marketing strategies.
- Lead digital campaigns including social media, Meta Ads and Google Ads.
- Oversee branding, content creation, and visual visibility.
- Conduct market research and competitor analysis.
- Manage retailer, distributor, and customer relationships.
- Collect, analyze, and act on customer feedback.
- Execute sampling programs, in-store promotions, and community activations.
- Track campaign performance and prepare reports.
- Support sales with promotional materials and product positioning.
- Lead and mentor marketing and CX team members.

Required Qualifications

- Bachelor's degree in marketing, Mass Communication, Public Relations, Journalism, Business Administration, Economics, or related fields.
- 3–5 years' experience in marketing, customer experience, or brand management.
- Experience with CRM systems (Odoo CRM, Zoho CRM, etc.).

Required Skills

- Ability to create and execute campaigns for FMCG products.
- Strong understanding of consumer behavior and branding.
- Digital marketing and social media skills.
- Excellent communication and conflict-resolution abilities.
- Ability to analyze customer data, market trends, and sales reports.
- Strong relationship-building skills with retailers and distributors.

How to Apply

Send your Motivation Letter, CV, and Academic Qualifications to:

Email: ishyofoods@gmail.com

CC: finance@ishyofoods.rw, sales@ishyofoods.rw

Deadline: 27/03/2026

Only shortlisted candidates will be contacted.