



TIN: 103694233

Kigali, Rwanda

[info@spruik.rw](mailto:info@spruik.rw) | [www.spruik.rw](http://www.spruik.rw)

---

## TERMS OF REFERENCE | COMMUNICATIONS EXECUTIVE

### About Spruik

*spruik /spru:k/ - verb - to promote or publicise.*

Spruik is an environmental communications agency based in Rwanda. Founded in 2015, we offer strategic communications, public relations and marketing services to a diverse range of local and international clientele. While our main area of expertise is the environment and green economy, we also engage in projects related to tourism, entrepreneurship, youth empowerment, and community development.

### Values Driven

Our cherished motto “Do good work with good people” drives our culture of performance and client engagement. We hold ourselves to the highest standards of integrity, honesty, efficiency, and commitment. We value kindness, respect, gratitude, taking initiative and excellence.

Together, we strive to make a positive impact on the environment through our work and in our day-to-day lives.

To better serve our growing clientele, we are recruiting a full time **Communications Executive** who will support our team to deliver top of the line services to our client base. Below are more details on this exciting opportunity.

### Tasks Description

Under the supervision of the Manager, the employee will:

- Uphold the values of Spruik, champion Spruik’s Code of Conduct and contribute to an inclusive, safe, friendly and harmonious work environment
- Act as an account manager for Spruik clients, leading all aspects of client management and delivery including day to day client communication
- Build and maintain strategic relationships with key client stakeholders at all levels
- Ensure proper work-flow management to deliver for clients including liaising with internal creatives and external suppliers as needed
- Pitch innovative ideas to clients and coordinate inputs from team members

- Prepare presentations and sales pitches, design marketing strategies and proposals
- Share weekly and monthly updates and reports on the work done for Spruik clients
- Develop content for a range of online and offline platforms including emails, websites, social media and promotional materials, with a focus on written content
- Manage social media accounts including by drafting content, posting and scheduling tweets and posts, live tweeting events, and others for clients and Spruik
- Schedule and participate in meetings with clients and prepare work plans
- Work with the team to prepare budgets and financial proposals
- Draft press releases and pitches, communicate with media and prepare media reviews
- Translate written content into either English or Kinyarwanda or vice versa
- Provide training sessions to the team and clients on public relations and communications
- Support junior staff in implementing key tasks for ongoing project assigned to them and ensure successful completion - including managing or supervising interns
- Support the management in addressing queries from clients and other external stakeholders
- Other tasks as agreed between the Employer and Employee within the scope of the role

### **Skills and Attitudes**

The employee should demonstrate the following:

- Strong sense of values that align with Spruik's values and principles
- A persuasive and confident approach to creative projects
- Critical thinking and a sense of accountability
- Strong organisational and time management skills
- A collaborative attitude as well as a motivation and ability to work independently
- Excellent communications skills through various platforms (phone, social media, emails, etc.)
- An understanding of the use of Google Workspace and other tools (Slack, Trello, etc.)
- Attention to detail and a proactive attitude
- Self-disciplined and well-mannered
- Ability to learn new technologies quickly
- Ability to adapt to changing priorities and work well under pressure in a fast-paced environment.
- Commitment to the company's vision and values

### **Qualifications and Experience**

The Communications Executive should ideally have:

- Bachelor's degree in public relations, communications or marketing related fields.
- At least three years of proven previous experience in a similar role.
- A solid background and portfolio in advertising, sales, design or marketing.
- Experience in working within/with a creative agency and/or managing client relationships.
- Hands-on experience with website content management systems like Wordpress.
- A solid understanding of environmental conservation is an advantage.

## **Spruik Responsibilities**

Spruik is an equal opportunity employer committed to providing a fair and inclusive workplace where employees are supported to perform their duties effectively.

The **gross monthly salary range for this role is between Rwf 700,000 and Rwf 770,000** - negotiable based on experience and qualifications. Additionally, Spruik provides a range of benefits that promote work-life balance such as a co-pay health insurance scheme, a generous leave policy, quarterly wellness days and team building events, end of year breaks, as well as flexible work hours.

## **Application Process**

Applications close on **24 January 2025 at 11:59 pm CAT**, and the right candidate should ideally be ready to start work by Monday, 3 March 2024. Interested candidates should complete the online application form [here](#).

The successful candidate should be willing to commit to a **minimum of two years** employment with Spruik.

For further information about Spruik and its mission, please visit [www.spruik.rw](http://www.spruik.rw). For any other questions, please email [recruitment@spruik.rw](mailto:recruitment@spruik.rw).