



Republic of Rwanda
The High Commission
Kampala - Uganda

RECRUITMENT NOTICE

Position Title: Communications Officer (Full-Time)

Location: Embassy of the Republic of Rwanda in Uganda, Kampala

1. Purpose of the Position:

The Communications Officer will be responsible for developing and implementing effective communication strategies to promote the embassy's objectives and enhance its public profile. This role involves managing internal and external communications, media relations, and public engagement initiatives.

2. Key Responsibilities:

• Communication Strategy Development:

- Develop and execute comprehensive communication strategies that align with the embassy's diplomatic objectives, outreach initiatives, and public diplomacy goals.
- Identify and refine key messages, target audiences, and communication channels to maximize the embassy's reach and impact.
- Ensure consistency and alignment of all communication efforts with the embassy's strategic objectives and values.

• Media Relations:

- Build and nurture strong relationships with local, regional, and international media outlets to enhance the embassy's visibility and reputation.
- Draft and distribute press releases, media kits, and official statements to media outlets, ensuring timely and accurate dissemination of information.
- Organize and manage media-related activities, including press conferences, interviews, briefings, and other media engagements for embassy officials.

Nakayima Road, Kitante | P.O. Box 2468 Kampala, Uganda | Tel: +256 414 344045
Email: ambakampala@minaffet.gov.rw | Twitter: [RwandainUganda](https://twitter.com/RwandainUganda)

- Act as the primary point of contact for media inquiries, ensuring timely and diplomatic responses.
- **Content Creation:**
 - Develop and produce engaging, high-quality content across multiple platforms, including the embassy's website, newsletters, social media channels, and official publications.
 - Tailor content to diverse audiences while ensuring alignment with the embassy's messaging, branding, and diplomatic tone.
 - Maintain and update content to ensure that information remains current, relevant, and reflective of the embassy's ongoing activities and priorities.
- **Social Media Management:**
 - Develop and implement the embassy's social media strategy, ensuring that all content is engaging, culturally sensitive, and aligned with diplomatic goals.
 - Manage social media platforms by creating, scheduling, and monitoring posts; engage with followers and monitor relevant discussions and trends.
 - Analyze social media performance using key metrics and adjust strategies accordingly to enhance engagement and reach.
- **Public Engagement:**
 - Plan, organize, and execute public outreach events, seminars, workshops, and cultural programs to strengthen the embassy's engagement with the local community and diaspora.
 - Collaborate with other embassy departments to support and enhance public diplomacy initiatives and outreach programs.
 - Represent the embassy at public events and maintain active communication with stakeholders, ensuring that the embassy's message is effectively conveyed.
- **Crisis Communication:**
 - Assist in the development and implementation of crisis communication plans to address emergencies, public relations challenges, or sensitive issues.
 - Serve as the primary media contact during crises, providing timely, transparent, and accurate information to the public and the press.
 - Develop holding statements and crisis-related communications to ensure quick response and effective handling of emerging issues.
- **Reporting and Analysis:**
 - Monitor, evaluate, and report on the effectiveness of communication campaigns, media coverage, and public engagement efforts.
 - Provide regular reports, including analysis of media trends, public sentiment, and the embassy's communication performance.

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- Use data insights to recommend improvements and inform future communication strategies.

3. Qualifications:

- **Education:**

- Bachelor's degree in Communications, Public Relations, Journalism, International Relations, or a related field. A master's degree in a relevant discipline is preferred but may be substituted with equivalent experience.

- **Experience:**

- Minimum of 3-5 years of progressive experience in communications, public relations, media, or public affairs, ideally in an international or governmental context.
- Demonstrated experience in media relations, including the ability to manage press engagements, write press materials, and respond to media inquiries.
- Proven experience in digital content creation, including writing, editing, and managing social media platforms for an organization.

- **Skills:**

- **Language Proficiency:** written and verbal communication skills in English. Proficiency in other relevant languages is highly desirable.
- **Content Creation:** Strong skills in writing, editing, and producing clear, accurate, and engaging content across multiple platforms, with attention to detail.
- **Interpersonal Skills:** Strong diplomatic and interpersonal communication skills, with the ability to interact effectively with diverse audiences and media professionals.
- **Media Savvy:** In-depth understanding of media landscapes, including traditional and digital media outlets, social media platforms, and trends.
- **Technical Proficiency:** Proficiency in content management systems (CMS), social media management tools, and basic design and multimedia production (e.g., Photoshop, video editing tools).
- **Multitasking:** Ability to manage multiple priorities, work under pressure, and meet deadlines in a fast-paced environment.
- **Analytical Thinking:** Ability to analyze communication trends and evaluate the effectiveness of strategies using data-driven insights.
- **IT skills:** While not required, the ability to troubleshoot and address common technical issues is a desirable skill.

4. Working Conditions:

- The role is primarily office-based, with occasional travel required for public events, media engagements, and diplomatic functions.

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- Flexibility with working hours is expected, particularly for events, media deadlines, or crisis situations.

5. Application Process:

Interested candidates are invited to submit their CV, cover letter, and examples of previous communication work (if applicable) to the embassy email address: ambakampala@minaffet.gov.rw . Applications will be accepted until **April 30**. Only shortlisted candidates will be contacted for interviews.

Management

