

Communications Director



ABOUT RICA

The Rwanda Institute for Conservation Agriculture (RICA) is a unique English-language institution dedicated to educating the next generation of Rwandan and East African agricultural leaders. Our mission is to develop skills of promising youth who will seed innovations in agriculture that empower smallholder farmers and scale agribusinesses to maximize food produced *by* Rwandans *for* Rwandans. We seek the country's best and brightest students to earn a Bachelor of Science degree in Conservation Agriculture through our three-year experiential learning program. RICA is a public-private partnership with the Government of Rwanda, which supplied the land and ministerial support to develop this world-class institution. RICA's campus and first five years of operations are made possible through the generous funding of the Howard G. Buffett Foundation.

DESCRIPTION

We seek a Communications Director to create and execute a communications strategy that tells the RICA story and builds its brand through traditional, digital and social mediums. The individual will lead RICA's external engagement efforts by communicating with various audiences about the institution. The ideal candidate will have extensive experience developing engaging content for a range of stakeholders, through newsletters, brochures, and other written collateral. The individual should also have experience executing an earned media strategy by pitching and shaping news stories. Additionally, the ideal candidate will have experience with social media and website management.

RESPONSIBILITIES

- Develop and execute a comprehensive communications strategy that builds the RICA brand and effectively engages key audiences.
- Create written content (newsletters, brochures, fact sheets, etc.) tailored toward key stakeholder groups that highlight RICA's mission and feature notable activities.
- Oversee RICA's digital strategy and manage a Communications and Marketing Specialist who is responsible for day-to-day management of website content and social media channels.
- Manage RICA's earned media strategy through proactive reporter engagement and story-shaping.
- Maintain a library of updated written collateral (talking points, brochures, PowerPoint decks, newsletters, etc.) and digital assets (photos, videos, logos, etc.)
- Develop RICA brand standards and usage policies; vet and monitor appropriate use of the RICA brand and assets by staff, suppliers and partners.
- Support the Recruitment and Admissions team through a marketing and advertising strategy targeting prospective RICA students.
- Serve as an entrepreneurial team player, lending support to the Deputy Vice Chancellor of Institutional Development as needs and opportunities arise.

MINIMUM QUALIFICATION

- Bachelor's degree, preferably in Marketing, Communications, English, or a related field.
- Minimum of 7-8 years of relevant experience in marketing/communications roles that demonstrates core competencies for this role.
- Experience developing and executing an institution-wide communications strategy.
- Experience engaging with reporters to pitch and shape news stories.
- Experience developing and honing key messages for an institution and its leadership.
- Ability to refine communications strategies based on metrics and analytics.
- Experience developing email marketing strategies.
- Excellent English-language skills, including precise technical writing and oral fluency.
- Strong knowledge and understanding of current trends in digital media/social media.
- Substantial knowledge of current communications strategies and practices for external audiences.
- Self-motivated with a positive and professional approach to management.
- Experience working with Adobe Creative Suite a plus.

BENEFITS OF JOINING THE RICA TEAM

Founding staff at RICA will be part of creating something unique in the world. While working with other world-class educators and researchers, you will transform agriculture in Rwanda and East Africa for a conservation-minded and food-secure future. RICA staff would also enjoy a competitive salary and benefits commensurate with the applicant's level of education and experience.

To apply, please submit a CV and cover letter to careers@rica.rw.