

Communication Officer Role

Background

This position is for the role of Communication Officer within NjordFrey. We are a registered social enterprise in Rwanda, looking to provide smallholder farmers with high-yield sustainable farming solutions, in the form of aquaponics, to significantly increase income and food security.

We have our established MVP farm in Kayonza and our main office in Kigali and we are looking to expand our team as we are actively looking to scale the solution across Rwanda and wider East Africa. Of note, we will be introducing solar power and cold storage into our farm this year to make it a truly off-grid solution. This will involve community engagement and extensive promotional activities.

Below is a list of responsibilities and duties that the role will entail with the company.

Responsibilities and Duties:

Social Media Development

- Responsible for all Social Media content for the company, which includes the follow:
 - o Developing the social media presence of NjordFrey on multiple platforms.
 - o Taking pictures and videos, editing graphics to a professional level and writing posts on a weekly basis to increase awareness of NjordFrey.
 - o Continual posts should align with the overall strategy. As a result, the candidate should have a good level of graphic communication skills to make attractive content.

Stakeholder Engagement

- Help identify and set up focus groups for engagement; groups include farmers/co-operatives, community members and food buyers to name a few. This includes contacting group members to get them to join events and providing them logistical information to attend focus groups.
- Help develop surveys/questionnaires, conduct interviews with both focus groups and document the responses, this is a mixture of paper based and video responses.
- This role is primarily desktop based, however there will be opportunities and requirement to visit and engage with lots of stakeholders around Kigali and Kayonza (our farm site).

Communication Strategy

- Take ownership of the communication strategy that we have internally developed.
- Present amendments, additions or new ideas to the communication strategy, to be accepted by management.
- Create and populate the weekly, monthly and quarterly email updates and newsletters. Take meeting minutes/notes of attended meetings, recording actions and following up as required.

General

- The role may require translating English into Kinyarwanda when engaging with stakeholders.
- The Communication Officer will report to the Team Lead though a proactive attitude is required in the role.

- Mapping stakeholders and new markets.
- This is a non-exhaustive list of duties. The role is dynamic and offers great variety and suits someone who is adaptive, flexible and a positive outlook.

Experience:

We are looking for someone with:

- A Communication, Marketing background, or similar.
- Experience developing communication strategies and engaging with stakeholders.
- Strong social and personable skills within the team and with external stakeholders.
- Excellent written and verbal English and Kinyarwanda skills.
- Proficient in generating newsletters and social media content i.e. graphic editing.
- Positive and flexible outlook and interested in working in a team environment.
- Good time keeping skills to ensure strategy is consistency delivered to drive and raise awareness of NjordFrey's brand.

Duration: This is a full-time position with an initiation probation period.

Note all successful candidates will need to provide two references and will be subject to a criminal record check as part of our normal recruitment process.

We look forward to receiving your application, good luck!