



The Rwanda Institute for Conservation Agriculture (RICA) is a unique and innovative English language undergraduate institution dedicated to preparing the next generation of agricultural leaders of Rwanda and East Africa. Students at RICA engage in curricular and co-curricular learning opportunities emphasizing Conservation Agriculture and One Health principles, oral and written communication, leadership, and entrepreneurship.

In an experiential learning environment, students develop the knowledge and experience necessary for a wide range of careers in agriculture. Students at RICA experience the six Enterprises including Dairy, Poultry and Swine, Food Processing, Row and Forage Crops, Vegetable and Fruit Crops, Irrigation and Mechanization.

The curriculum is designed to incorporate threads of Innovation, Conservation, One Health Systems Thinking, and Entrepreneurship. Communication, One Health Systems Thinking, and Entrepreneurship are woven throughout the curriculum.

All RICA graduates will be innovative problem solvers able to operate farms and ranches, start agribusinesses, assume management roles in cooperatives, NGOs, and other agricultural enterprises, serve their communities as extension agents and technical and policy experts, or assume positions of agricultural leadership in Rwanda.

POSITION: Director of Communications

DESCRIPTION

Create and execute a communications strategy aligned with RICA's strategic plan that tells the RICA story and builds its brand through traditional, digital and social mediums. Lead RICA's external and internal engagement efforts by communicating with various audiences about the institution.

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 internal communication channels and platforms, including the RICA website, to ensure effective and timely dissemination of information among RICA staff and faculty.
- Oversee RICA's digital strategy and imagery; manage external web team; responsible for social media channels.
- Supervise photographer/videographer as well as freelancer graphic designers.
- Manage and track 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 QUALIFICATIONS

- A bachelor's or master's degree in communications, public relations or a related field.
- Extensive experience in communications, public relations, or a related field, preferably within the educational or non-profit sector.
- Fluency in English

PREFERRED QUALIFICATIONS

- 5-10 years working for an agricultural university, institution or other non-profit organization in the field of communications and public relations.

HOW TO APPLY

- Fill the information required, upload and submit the documents in English to the link provided below.

Please combine your resume/CV with your degree certificate, and any other relevant document, as one PDF file before you upload.

Application Link

<https://rica.bamboohr.com/jobs/>

Application review will begin May 09, 2024 and will continue until the position is filled.

Website: <https://www.rica.rw/>