

NOTICE OF RECRUITMENT

COPEDU PLC, is a trading company engaged in savings and credits. It was registered as a trading company in the Development Bank (RDB) on February 21, 2013 and licensed by the Central Bank of Rwanda (BNR) on 13/03/2014 to operate as a microfinance institution in Rwanda.

COPEDU PLC invites interested candidates to apply for the position of *Marketing and Communications Manager*.

General Description

The Marketing & Communication Manager is responsible for designing, implementing, and overseeing the marketing and communication strategy of COPEDU Plc. His mission is to promote the image of COPEDU Plc. in the national market, define the overall communication strategy of COPEDU Plc., and oversee its implementation.

Tasks Description

- Develop comprehensive marketing plans including market analysis, target identification, action plans, and advertising strategies to drive sales of company products and services;
- Coordinate marketing and promotional initiatives for banking services across our branches as directed by management;
- Conduct in-depth market and competitive analysis to understand customer needs and expectations;
- Promote a culture of savings within the community;
- Engage potential clients with our banking products and services;
- Segment the client base according to predefined criteria;
- Contribute to strategies aimed at improving customer satisfaction;
- Propose and execute promotions for suitable products and timeframes;
- Recommend modifications to existing products based on market feedback;
- Oversee the creation of press releases and press kits;
- Develop and select communication materials, including billboards, film scripts, magazine articles, educational documents, and web content;
- Ensure effective communication channels with the public;
- Update and maintain the company's website and other communication platforms;
- Manage call center operations;
- Perform other related tasks as assigned by the supervisor.



REQUIRED PROFILE AND QUALIFICATIONS

- Bachelor's degree in marketing, Project Management, Business Administration, or a related field;
- Minimum of 4 years in commercial, marketing, or client management roles;
- Proficiency in marketing and communication techniques; fluent in Kinyarwanda, French, and/or English (both written and spoken);
- Strong understanding of the market and industry sector; adept with computer tools and marketing software;
- Ability to work under pressure; creative, innovative, and visionary.

APPLICATION INSTRUCTIONS

Interested candidates should submit the following documents to the email address hr-recruitment@copeduplc.rw no later than Friday, September 6, 2024.

- A cover letter
- Detailed Curriculum Vitae with three references and relevant Certificates.
- ID and a copy of your degree notified.

Only selected candidates will be contacted

Done at Kigali on August 26th, 2024.



NYANGEZI Joseph
Acting Managing Director