

Job description of Communications Specialist

Organization Background: Education Development Center (EDC) is one of the world's leading non-profit research and development firms. Established in 1958, EDC's work spans the globe, joining research with practice to meet today's and tomorrow's challenges in education, health promotion, technology, human rights, and the environment. EDC's services include research, training and technical assistance, and educational materials, with activities ranging from seed projects to large-scale national and international initiatives. While the issues we confront are complex, all that we do is united by one simple conviction: Learning is the liberating force in human development.

Project Background: EDC currently implements 3 projects in Rwanda. *USAID Huguka Dukore Akazi Kanoze (HDAK)*, a project that over the course of five years, has been preparing Rwandan youth workforce to meet the needs of an evolving knowledge-based economy that requires 21st century capabilities. It aims to provide 40,000 vulnerable youth with employability skills by scaling up proven successful interventions across 20 of 30 districts countrywide. *USAID Umurimo Kuri Bose (UKB)* is a 2-year project that aims to increase employability skills of youth with disabilities in 12 districts, while fostering an enabling environment for youth with disabilities to be able to access and succeed in employment and self-employment. *Mastercard Foundation Building Resilience in TVET through E-learning (BRITE)* is a 2-year project that will support and work closely with Rwanda Polytechnic to help strengthen existing e-learning initiatives by focusing on transferable employability skills, trade-based technical skills, as well as remote support to students during their internships and/or apprenticeships.

Summary: The Communications Specialist will be responsible for leading all communications-related work for EDC projects in Rwanda. The Communications Specialist will work closely with EDC staff, partners, and external stakeholders to produce communications materials, maintain an active social media presence, liaise with media and public sector, plan public events, improve internal and external communications, and collaborate with EDC headquarters communications. In addition, the Communications Specialist will engage in the production of audio/visual materials needed in the development of e-learning materials.

This position will report to the Deputy Chief of Party (DCoP). This position is located in **Kigali**.

Essential functions include (but are not limited to):

- Manage internal and external communications for all EDC projects.
- Develop/revise and implement a communication strategy for EDC Rwanda with HDAK, BRITE, and UKB projects, in adherence to marking and branding requirements of various donors and EDC internal processes.
- Create the image and identity of the BRITE and UKB projects and increase their visibility.
- Actively manage social media accounts of EDC Rwanda, including the development of social media materials.
- Materials Development:

- Write and produce print materials incorporating info graphics, such as: brochures, success stories, information sheet, banners, posters, press releases and articles on the projects.
- Develop briefers that feature a specific program component or a technical approach for audiences such as development practitioners, donors, government.
- Develop and circulate monthly/bi-monthly project updates.
- Develop and produce audio and video materials.
- Develop success stories.
- Other promotional materials.
- Photo documentation: Expand EDC Rwanda's photo archive, ensuring continuous collection of high-quality photographs and filing consent forms.
- Travel as needed to field sites to gather information and photos for success stories and other promotional materials.
- Event planning of low, medium, and high visibility events: In collaboration with the technical team and partners, coordinate and organize public events to promote the work of EDC projects.
- Produce audio/visual materials needed in the development of e-learning materials.
- Support COP/Country Director and DCOP to organize VIP visitor events.
- In close coordination with Deputy Chief of Party and Country Director, liaise with the Rwandan media (press, radio, and TV) and ensure that HDAK, UKB, and BRITE are promoted.
- Maintain a positive relationship with donors' communications staff counterpart.
- Liaise with EDC headquarters communications team to be kept up-to-date on EDC communication strategy and opportunities and expand communications reach.
- Send EDC Home Office approved communications materials and highlights to be included in EDC-wide and other list serve communications.
- Other related tasks as assigned by supervisor.

Qualifications and Requirements:

- A Bachelor's degree in Communications, Marketing Management, Journalism, Library Sciences or other related fields
- At least five years of relevant experience in marketing, communications, journalism, public relations, or related disciplines
- Exemplary communication and writing skills
- Proven experience developing high-quality social sector communications products, preferably within the USAID and/or Mastercard Foundation context
- A strong understanding of the social development sector, including education and/or youth workforce development programs in Rwanda
- Computer graphics, design, and layout (preferred)
- Audio editing and video production skills (preferred)
- Experience training and coaching others (preferred)
- Ability to collaborate and work effectively with diverse work teams
- Fluency in English and Kinyarwanda



Application process: Interested candidates should submit their application via email ryp@edc.org addressed to the EDC Country Director, including a CV and Cover letter, not later than **April 16, 2021** midnight.

Please note that only shortlisted candidates will be contacted.

EDC is committed to enhancing the diversity of its workforce and ensuring an equitable and highly inclusive work environment. EDC is a smoke-free workplace, and offers a supportive work environment, competitive salary, and excellent benefits. Women and persons with disabilities are encouraged to apply.