

PUBLIC RELATIONS OFFICER – vacant position

BPN stands for Business Professionals Network. It is a Swiss Non-profit organization which strives to support the development of Small and Medium sized Enterprises (SMEs), in order to create jobs and fight poverty. BPN provides Coaching, Capacity building as well as networking opportunities to SMEs so they can grow their businesses sustainably.

I. JOB OVERVIEW

The Public Relations Officer is responsible to promote the BPN Rwanda identity and mission to the public, entrepreneurs and employees through the creation and distribution of brochures, news releases, and other documents and publications. Furthermore, the PR Officer is responsible for BPN Rwanda correspondence with partners and with the public.

II. KEY RESPONSIBILITIES

a. Public Relations & Communication (60%):

- Produces, a broad array of digital and/or printed promotional and communication materials for the organization, from concept to completion.
- Ensures that all PR materials present a clear, unified, and positive image for the organization and/or brand and that they are in line with the organization's Corporate Identity.
- Plans, prepares, edits and distributes original promotional content such as articles, news and press releases, email and social media posts, and other updates on behalf of BPN Rwanda.
- Arranges for photography and/or press coverage for special events.
- Manages external and internal communications,
- Develops and supports brand strategies
- Uses data to acquire information about specific communication topics and translate them into business recommendations.
- Creates communication projects, analyses results, and recommend changes based on performance;
- Generates BPN Rwanda content calendar;
- Ensures BPN Rwanda online and offline brand presence according to brand guidelines;
- Similarly, ensures higher visibility for the BPN Business Owners' Association (BOA) through networking events, social media, etc.
- Works with external Communication and PR agencies where needed
- Writes or edits press releases prior to publication
- Creates and manages a PR plan, including budgets, timelines, etc.
- Analyzes all media coverage of BPN Rwanda and drafts appropriate responses

b. Event management (25%):

- Promotes and attends special events
- Promotes and reports on BPN Rwanda milestones and activities such as BPN Rwanda goals and projects; new trainings; new hires, promotions, etc.

- Organizes press conferences and other internal and external events.
- Develops and implements organizational publicity strategies for BPN Rwanda's events

c. Reporting and others (15%):

- Provides regular reports
- Trains internal staff and works with other areas to ensure that contents are accurate, on time and according to the brand guidelines;
- Performs other related duties as assigned.

III. REQUIREMENT

Education

- Bachelor's degree in Marketing, Communication or any other related field.

Experience

- At least 3 years related experience in Marketing, Publication, Communication or any other related field

Attitude

At BPN we expect every employee to proactively practice, nurture and strengthen the following key aspects of his or her working attitude:

- Have a learning attitude
- Be an active listener
- Have the ability to communicate professionally both verbally and in writing
- Be the driver of own development process
- Strive to perform and deliver beyond strict job content

Key competencies:

- Excellent verbal and written communication skills in English and Kinyarwanda.
- Extremely proficient with Microsoft Office Suite and publishing software.
- Excellent organizational skills and attention to detail.
- Creative mind with a strong sense for esthetics
- Digital oriented skills
- Ability to plan and organize events, monitoring time-schedules.
- Great networking aptitude
- Knowledge of modern business communication, including style and format of letters, memoranda, minutes, and reports.

Place of work

- Kacyiru, Kigali
- Readiness to travel across the country

Application process:

- **Application link:** <https://lnkd.in/g6t2Szf>
- **Deadline:** 20th November 2022

Please note that due to high demand; only shortlisted candidates will be contacted.