



## **RWANDA CONVENTION BUREAU JOB OPPORTUNITY**

### **Organization Description -About RCB**

Rwanda Convention Bureau (RCB) is a private company incorporated under the laws and regulations of the Republic of Rwanda. The company was established in 2016 with a mandate of marketing and promoting Rwanda as a MICE destination, identifying MICE investment Opportunities.

RCB has a firm sales and marketing mandate that has enabled Kigali city to rank number 2 in Africa as a Meetings, Incentives, Conferences, Exhibitions and Events (MICE) destination according to the International Congress and Convention Association (ICCA) 2019 report. As a destination Marketing Company, RCB represents the best interests of Rwanda's MICE industry stakeholders and offers free impartial advice, guidance and support to regional and international event planners and buyers, incentive, associations, and convention organizers through every stage. RCB also serves as the coordinator for all Government of Rwanda (GoR) events and ensures positive economic contribution to the economy, delivering international standards.

In light of this, RCB seeks to recruit highly qualified and professional candidates to fill the following positions.

- **Communications Manager:** The Communications Manager reports to the Director of Events Coordination and will basically be in charge of developing, overseeing and ensuring visibility of all events both at the national and international level.
- **Content Officer:** The Content Officer reports to the Communications Manager and will basically be in charge of developing and ensuring content that meets the desired standard for both internal and external needs of all events with their different portfolios.

The detailed job descriptions and requirements related to the above vacancies can be found below and on Rwanda Convention Bureau website: [www.rcb.rw](http://www.rcb.rw)  
Applications and CV's must be sent to [recruitment@rcb.rw](mailto:recruitment@rcb.rw). The deadline for applications is on the **Monday, September 5<sup>th</sup> 2022**. If you don't hear from us in two weeks after the application deadline, please consider your application unsuccessful.

<u>Position</u>	<u>Job roles and responsibilities</u>	<u>Job requirements</u>
<p><b>1. Communications Manager</b></p>	<ul style="list-style-type: none"> <li>• Lead in the development of RCB Communications strategy.</li> <li>• Establish PR partnerships with Global media houses and feed them with destination highlights on a regular basis.</li> <li>• Management of media programs, inclusive of Serving as the Bureau media and communications liaison.</li> <li>• Production of media schedule for advertising and promotional campaigns.</li> <li>• Management of media database.</li> <li>• Organize media events and press conferences.</li> <li>• Track trends, media impressions, and web targets.</li> <li>• Lead in the preparation of communications and media status reports for each event.</li> <li>• Lead in the preparation of quarterly communications review/report.</li> <li>• Lead in the preparation of major events media reviews.</li> <li>• Oversee content creation for all RCB social media platforms.</li> <li>• Developing an integrated communications and Public Relations strategy for each different event.</li> <li>• Implementing communications plans to increase awareness of the event and boost delegate attendances.</li> </ul>	<ul style="list-style-type: none"> <li>• Master's Degree in Mass Communication, Marketing, Public Relations, or any other related field from accredited University with at least five years of working experience.</li> <li>• Excellent verbal and written communication abilities, exceptional customer service and interpersonal skills.</li> <li>• Ability to prioritize, negotiate, and work with a variety of internal and external stakeholders.</li> <li>• Candidate must be creative and innovative and well conversant with new mass communication tools and channels.</li> <li>• Candidate should possess strong English communication skills, knowledge of French and Kinyarwanda will be an added advantage.</li> </ul>

	<ul style="list-style-type: none"><li>• Developing relationships with key media to secure and grow media coverage both online and offline.</li><li>• Writing relevant press releases for local and international media and ensure stories are translated to different international audience.</li><li>• Monitoring press stories relating to the event and maximizing opportunities for positive PR and playing down any negative PR.</li><li>• Collecting and analyzing current communications and messages and ensuring consistency.</li><li>• Developing and leading the Bureau's internal communication strategy across RCB market.</li><li>• Communicating events brand to internal customers and stakeholders.</li><li>• Overseeing the annual communications budget and ensuring its use is fully maximized.</li><li>• Ensure visibility for the events both at National and international level including design and production of all events collateral online and printed.</li><li>• Facilitate media accreditation to the events.</li></ul>	

<p><b>2. Content Officer</b></p>	<ul style="list-style-type: none"> <li>• Assist in the preparation of communications and media status reports per event.</li> <li>• Draft press releases for key events and any other newsworthy content for RCB.</li> <li>• Sharing media invitations with key media houses for events co-hosted by RCB and partners.</li> <li>• Developing relationships with key media to secure and grow media, and ensure stories are circulated in targeted media.</li> <li>• Draft content calendar for RCB social media platforms e.g. (Twitter, Facebook, Instagram, LinkedIn, and YouTube).</li> <li>• Ensure that the content has been subject to scrutiny and is fit for the audience.</li> <li>• Media handling on events where media is invited for key events.</li> </ul>	<ul style="list-style-type: none"> <li>• Bachelor's degree in mass communication, journalism, marketing, or related field with at least three years of working experience.</li> <li>• Good communication skills, both written and oral.</li> <li>• Candidate should possess strong English communication skills, knowledge of French and Kinyarwanda will be added advantage.</li> </ul>
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**Done at Kigali on the 19<sup>th</sup> August 2022**

**Edwards Mugisha  
Director of Support Services.**

