

## Communication Officer Role

### Background

This position is for the role of Communication Officer within NjordFrey Ltd. We are a registered social enterprise in Rwanda, looking to provide smallholder farmers with advanced farming solutions, in the form of aquaponics, to decrease levels of malnutrition for their communities while increasing economic growth.

We are launching our flagship farm and expanding the team as we move into implementation.

### Communication Officer Responsibilities and Duties:

#### Communication Strategy

- Take ownership of the communication strategy that we have internally developed. The strategy documents all our key stakeholders, their impact and influence on the company and the level of engagement we wish to have with them.
- Populate and keep up to date the communication strategy document.
- Present amendments, additions or new ideas to the communication strategy, to be accepted by management.
- Create and populate the weekly, monthly and quarterly email updates and newsletters that are sent out by the management team.
- Set up engagement meetings with the management team and stakeholders, either via teleconference or face to face. Where relevant, the Communication Officer will attend meetings.
- Take meeting minutes/notes of attended meetings, recording actions and following up as required.

#### Stakeholder Focus Group Engagement

- Help identify and set up focus groups for engagement; one group is for farmers/co-operatives, the other group required is of produce (fish & crop) buyers. This includes contacting group members to get them to join and providing them logistical information to attend focus groups.
- Using questionnaires, developed by the management team, conduct interviews with both focus groups and document the responses, this is a mixture of paper based and video responses.
- This role is primarily desktop based, however there will be opportunities and requirement to visit and engagement with lots of stakeholders around Kigali and further afield e.g. farmers.

#### Social Media Development

- Responsible for any dedicated Social Media Staff within the team, whose responsibilities will include the follow. In the absence of any support staff the Communication Officer will be responsible for these duties in the interim:
  - o Developing the social media presence of NjordFrey on multiple platforms.
  - o Taking pictures and videos, editing graphics to an intermediate/professional level and writing posts on a weekly basis to increase awareness of NjordFrey.
  - o Continual posts should align with the overall strategy.

### Fundraising

- Working with the Financial Officer and Management team to develop media content and material to be used for fundraising events, investment applications, online marketing etc.

### General

- The role may require translating English into Kinyarwanda when engaging with stakeholders.
- The Communication Officer will report to both members of the management team though a proactive attitude is required in the role.
- Mapping stakeholders and new markets.
- This is a non-exhaustive list of duties. The role is dynamic and offers great variety and suits someone who is adaptive, flexible and a positive outlook.

### **Experience:**

We are looking for someone with:

- A Communication, Marketing background, or similar.
- Experience developing communication strategies and engaging with stakeholders.
- Strong social and personable skills within the team and with external stakeholders.
- Excellent written and verbal English and Kinyarwanda skills.
- Fundraising experience is desirable.
- Proficient in generating newsletters and social media content i.e. graphic editing.
- Positive and flexible outlook and interested in working in a team environment.
- Good time keeping skills to ensure strategy is consistency delivered to drive and raise awareness of NjordFrey's brand.

Duration: 6-month assignment, with an initial trial period.