

Institution	Rwanda Green Fund (FONERWA).
Job Title:	Communication and Partnerships Analyst
Administrative Unit:	Office of the Chief Executive Officer
Job Level and Grade:	2.III
IV:	500
Index:	1890
Report to:	Chief Executive Officer
Responsible for:	N/A
Functions	Tasks
Leadership	<ul style="list-style-type: none"> ▪ Implement the Communication Strategy. ▪ Lead and manage resource mobilization communications campaigns, including development of campaign plans, production and delivery of collateral, campaign roll out, reporting and funders-care. ▪ Oversee the development of a rich content library including but not limited to factsheets, videos, personal stories, statistics, infographics, images and other materials for use in both online and offline collateral. ▪ Develop, implement and drive organisation-wide digital communications strategy, including development of KPIs for digital communications, social media, and website. ▪ Lead development of channel strategies for communications via direct messaging, website, social media and other digital channels. ▪ Work with colleagues to develop strong integration between fundraising communications and relationship based resource mobilization strategies. ▪ Keep abreast of best practice developments in resource mobilization including researching and activating emerging channels, and active engagement of online media and influencers. ▪ Ensure branding, brand guidelines and consistent tone and messaging are embedded throughout the Fund and marketing activities and external communications, to continue building both national and international brand awareness
Partnerships	<ul style="list-style-type: none"> ▪ Develop and maintain a CRM for Fund partners including donors, partners, stakeholders and other relevant parties ▪ Manage relationships with key partners, and establish processes and systems for effective partnership management by other Fund staff ▪ Maintain excellent relationships with key partners through regular communications and meaningful engagements ▪ Reach out to partners via surveys, online research, and in-person networking to strengthen knowledge-sharing and to solicit input on partners needs ▪ Develop and provide opportunities for increased partner involvement. ▪ Support the planning, execution and follow-up of the Fund’s conferences, workshops and technical update meetings as appropriate. ▪ Support new resource mobilization initiatives which include: Major Gifts; Trust and Philanthropic grants, Corporate Partnerships (including CSR, Workplace Giving), private investments ▪ Identification, cultivation and stewardship of philanthropic trusts and foundations ▪ Ensure that processes are in place to increase funder’s engagement with the Fund, volunteering, event attendance, etc. ▪ Design and review project pitches, concept notes and proposals to potential funders.

<p>Communication</p>	<ul style="list-style-type: none"> ▪ Use critical thinking, insights, historic data and marketing trends to create big-picture ideas and strategies to achieve the Fund’s vision and mission ▪ Provide advocacy and communication support to the Fund and its network on key global climate initiatives. ▪ Lead the continuing design, development and delivery of digital communications, including but not limited to the Fund’s website, digital communications (regular e-newsletters) and social media platforms. ▪ Partner with the broader team to research, hire, and oversee management of other communication and ICT consultants as needed. ▪ Assist the Chief Strategy Officer with creation of targeted communication messages for business development opportunities. ▪ Work with the Chief Strategy Officer, other Fund Staff, partners and other public entities to develop and implement long and short-term online communication plans. ▪ Develop and implement coordinated social media strategy and align messaging, content and tone with wider Fund key messages and media activity. ▪ Strengthen engagement with stakeholders and drive website traffic from social media, including but not limited to: Facebook, Twitter, LinkedIn, YouTube, Instagram, Flickr and any other appropriate media. ▪ Identify influencers and new followers across social media channels and develop appropriate engagement strategies to leverage audience reach. ▪ Manage digital marketing activities and budget to maximise performance and ROI including: Google Adwords, Google Grants, other Social media advertising such as Facebook, LinkedIn and YouTube ▪ Coordinate the content creation, strategy, analysis, and reporting of content produced ▪ Contribute to the creation of marketing & resource mobilization materials, brochures & publications. ▪ Develop and/or review media releases, key messages, media FAQs, speeches, and presentations where required. ▪ Produce regular media reviews on the work of the Fund and relevant local, regional and international media coverage
<p>Job Specifications/Profile</p>	
<p>Relevant Qualifications</p>	
<p>A Degree in any of these fields: Communication, Public Relations, International Relations and Journalism. A relevant Master’s Degree is highly preferred.</p>	
<p>Required Experience</p>	
<p>At least 5 years of relevant working experience as a Journalist, Communication Officer, Public Relations Marketing officer in a reputable public or private institution.</p>	
<p>Required Competencies</p>	
<ul style="list-style-type: none"> ▪ Excellent attention to detail ▪ Extensive knowledge on report writing and presentation skills ▪ Understands and applies fundamental concepts and principles of a professional discipline relating to investigating facts, gathering and filtering information, and delivering it to the public (audience). ▪ Possesses extensive knowledge of Government of Rwanda policies and procedures relating to communication and media, and applies them consistently in work tasks ▪ Ability to convey ideas in a clear and precise way ▪ Essential skills for working in media organizations, such as excellent written and spoken communication skills, critical thinking, an ethical and responsible attitude, and technical skills ▪ Demonstrates good knowledge of online communication tools and platforms and applies it in work ▪ A collaborative attitude ▪ Proactive attitude ▪ Self-disciplined and well-mannered 	

- Ability to learn new technologies quickly
- The ability to plan and strategize at a senior level
- A persuasive and confident approach to creative projects
- Critical thinking
- Sense of accountability
- Strong organisational and time management skills
- Motivation and ability to work independently

- Excellent command of written and spoken English
- Proficiency in French and Kinyarwanda is an added advantage.