



## OUR VALUES

Family	Ownership	Opportunity	Tomorrow
Authenticity, Teamwork, Integrity	Persistent problem-solver	Develop yourself, the team and the brand	Ideas to build the future

## JOB OVERVIEW

### Job Title: Marketing & Communication Manager

**Department:** Marketing

**Duty Station:** Rwanda Office

**Reports To:** Managing Director

### Job Purpose:

Jibu Rwanda is looking for a **Marketing & Communication Manager** who will be responsible for setting marketing strategy to drive growth and strengthen the Jibu brand across Rwanda. The Marketing & Communication Manager will work with a dynamic cross-functional team to develop and execute innovative marketing communication touchpoints

### Duties & Responsibilities:

#### Lead Marketing Growth:

- Create and execute strategic marketing and sales campaigns, whilst tracking core marketing KPIs and ROI (Return on investment)
- Build a strong relationship with Jibu's franchise network and support them with the training and tools to ensure effective territory-level marketing plans and execution
- Work with agency partners to coordinate above-the-line marketing activities, including creative/visual artwork development, media buying (print, radio, TV and OOH), monitoring, and lead social media & digital marketing activities
- Project Management - Manage and document all marketing and sales workstreams and initiatives, keeping key stakeholders accountable, ensuring tasks are completed on-time and working within set budget constraints
- Unlock new business opportunities through effective marketing to ensure the Jibuco and its franchisee network meet their growth targets.
- Manage the marketing budget and calendar.
- Make recommendations for new products, promotions, and innovative ways to reach key target markets.
- Ensure local marketing campaigns are consistent with global strategy and leverage global best practices.

#### Communications and Relations

- Build a strong network of partners, such as media houses, influencers, associations and others to collaborate in promoting Jibu's brand and vision
- Unlock new business opportunities through effective marketing to ensure the Jibuco and its franchisee network meet their growth targets.
- Manage the marketing and communications calendar.

#### Market research and customer feedback

- Conduct frequent discussions and alignment with marketing/sales counterparts in other Jibu markets, as well as with Jibu's Brand Creative Director
- Implement market research surveys, including qualitative research (e.g., focus group discussions) as well as quantitative surveys (e.g., customer satisfaction surveys), to support marketing strategies and organizational initiatives



## Experience Requirements

- A passion for innovative marketing, with a focus on both the messaging of how a brand communicates, as well as the mechanics of how to acquire and convert customers
- Highly motivated individual focused on driving social impact and societal change
- Unquenchable curiosity and passion for brand building and delivering excellent customer experience
- Project Management, presentation and interpersonal skills(across different cultures)
- Experience with concept development, consumer insights, data analytics and marketing strategy and planning.
- Ability to manage and motivate a team, including direct reports
- Proven track record of working in a fast-paced dynamic environment, where multiple projects and deadlines exist.
- Experience working with minimal supervision, with strong attention to details and follow-through.
- Ability to proactively develop creative solutions.
- Fluent in English , French and Kinyarwanda

## Preferred Experience Requirements:

- Franchise business experience a plus
- Good background in FMCG
- Experience working a multi-unit business environment a plus
- Experience working in a social enterprise or a startup is a plus
- Understanding of digital marketing trends a plus

**Interested? Please apply by expressing your interest and a link to your LinkedIn or CV to [jobs@jibuco.com](mailto:jobs@jibuco.com) with the subject line, "RW/ Marketing & Communication Manager"**

**Deadline: Please submit your application by February 03rd, 2023**