



A Better Life



Job Title: Marketing & Communications Officer

Department: Marketing & Management

Duty Station: Rwanda, with the option to travel within assigned locations

Job Level: Management level

Reports To: Country Manager

Type: Full Time

Job Purpose:

- The Marketing & Communications officer is responsible for setting a marketing strategy to drive growth and strengthen the Jibu brand across Rwanda.
- He/she will be responsible for leading the marketing function of the business to contribute to the achievement of overall OpCo(s) sales targets.

Duties & Responsibilities:

Marketing Strategy & Growth:

- Develop and execute **innovative** marketing and sales strategies to drive revenue growth across all product lines, including **porridge, SWTS (Safe Water Treatment Systems), and key accounts**.
- Identify and establish **strategic partnerships** with corporate clients, factories, schools, and other institutions to increase product penetration and expand Jibu's market presence.
- **Customize marketing strategies** based on different territories, recognizing that each market has unique consumer behavior and business dynamics.
- Lead the **launch and promotion of new products**, ensuring proper market entry strategy, visibility, and demand generation.
- Work closely with the **sales team to translate marketing efforts into direct sales impact**, especially in underperforming categories like porridge.

Business Development & Partnerships:

- Proactively engage with **key accounts, corporate partners, institutions, and large resellers** to secure bulk sales and drive repeat business.
- Expand Jibu's reach by developing partnerships with **factories, schools, and businesses that require large-scale water solutions (SWTS)**.
- Lead **B2B engagement efforts**, negotiating and securing corporate deals that contribute to sustained growth.



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- Establish strong relationships with **distribution channels and strategic resellers** to increase product availability and accessibility.

Campaign Execution & Market Penetration:

- Work with agency partners to **develop compelling marketing campaigns** that drive awareness, engagement, and conversions.
- Oversee targeted **below-the-line marketing** (direct consumer engagement, activations, resellers' promotions, and grassroots campaigns) to drive sales in key territories.
- Ensure that **marketing efforts align with sales objectives** by designing lead generation and conversion-driven campaigns.

Marketing Budget & ROI:

- Develop and manage the marketing budget, ensuring **maximum ROI for every marketing investment**.
- Track and analyze the **performance of marketing campaigns** and adjust strategies based on data-driven insights.

Branding, Communication & Digital Strategy:

- Strengthen Jibu's brand through consistent and **localized marketing messages** that appeal to different target groups.
- Build and manage relationships with **media houses, influencers, associations, and brand ambassadors** to increase visibility.
- Lead **social media and digital marketing efforts**, ensuring that Jibu's online presence reflects its brand positioning and drives customer engagement.

Market Research & Customer Insights:

- Conduct and analyze **market research and customer feedback** to refine marketing strategies and improve customer experience.
- Monitor competitors and industry trends to **identify new opportunities and adapt Jibu's marketing strategies accordingly**.

Team Engagement & Leadership:

- Inspire and coach the marketing team and franchise network to execute high-impact marketing initiatives.
- Drive cross-functional collaboration with **sales, operations, and franchisees** to ensure seamless execution of marketing efforts.



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Management Responsibility:

- Direct supervision of the **Customer Service Officer** and coordination with sales teams and franchisees.

Supervision Received:

This position works highly autonomously and reports directly to the Country Manager.

Qualifications:

A minimum required qualification of a Bachelor's degree in Business Administration, Marketing, Public Relations, Management or any other related field.

Minimum 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

Interested? Apply by submitting your CV to jobs@jibuco.com.