

## **Job Title: Communications & Marketing Specialist**

### **About Us**

The MashaRket - Kigali International Content Market is a content market hosted under the auspices of the 9th Mashariki African Film Festival (MAAFF). The annual 3 day event converges upcoming, seasoned, global media and broadcast executives for high level B2B and B2C meetings. The event also hosts panel discussions, workshop and masterclasses.

### **Job Description**

The MashaRket - Kigali International Content Market seeks a Communications and Marketing Specialist. You will play a crucial role in developing and implementing effective communication and marketing strategies to promote MashaRket's products, services, and brand. The ideal candidate will have a strong blend of marketing and communication skills, with the ability to create compelling content, manage digital and traditional marketing channels, and engage with various stakeholders to drive brand awareness and growth.

### **Key Responsibilities**

#### ***Communication Strategy:***

Develop and execute comprehensive communication plans aligned with MashaRket's goals and objectives.

Identify target audiences and tailor messages accordingly.

Monitor industry trends and competitors' communication strategies to stay competitive.

#### ***Content Creation:***

Create compelling and informative content for various communication channels, including press releases, blog posts, social media updates, newsletters, and website content.

Ensure content adheres to MashaRket's branding and messaging guidelines.

Collaborate with subject matter experts to develop accurate and engaging content.

#### ***Media Relations:***

Cultivate and maintain relationships with media outlets, journalists, and influencers.

Draft and distribute press releases and media pitches.

Arrange and coordinate interviews, press conferences, and media appearances.

#### ***Social Media Management:***

Manage and curate the organization's social media accounts in collaboration with our social media administrator.

Create engaging and relevant social media content to increase brand awareness and engagement.

Monitor and respond to comments and messages on social media platforms.

#### ***Internal Communication:***

Develop and implement internal communication strategies to keep employees informed and engaged.

Create and distribute internal newsletters, announcements, and updates.

Coordinate company-wide events and initiatives.

#### ***Crisis Communication:***

Develop crisis communication plans and protocols.

Act as a spokesperson during crisis situations and manage media inquiries.

Ensure consistent and accurate messaging during crises.

#### ***Analytics and Reporting:***

Monitor and analyze the effectiveness of communication strategies and campaigns.

Use analytics tools to track key performance indicators (KPIs) and adjust strategies accordingly.

Prepare regular reports for management with insights and recommendations.

#### ***Brand Management:***

Ensure consistent messaging and branding across all communication channels.

Maintain and update brand guidelines as needed.

Protect and enhance the organization's reputation through effective communication.

#### **Qualifications:**

Bachelor's degree in Communications, Public Relations, Marketing, or a related field (Master's degree preferred).

Proven experience in communications, public relations, or a related role, typically 3-5 years.

Strong writing and editing skills, with the ability to create compelling content.

Excellent interpersonal and relationship-building skills.

Proficiency in social media management and analytics tools.

Knowledge of crisis communication and media relations best practices.

Strong organizational and project management skills.

Ability to work under pressure and meet tight deadlines.

Proficiency in Microsoft Office and communication software.

This job description provides a general overview of the responsibilities and qualifications for a Communications Specialist position. The specific requirements and duties may vary depending

on the organization and industry. Adapt the job description to align with your organization's unique needs and culture.

**Additional Information:**

This position may require occasional travel.

Flexibility in work hours may be necessary to accommodate marketing and communication needs, including occasional evening and weekend work.

The Communications and Marketing Specialist will report to the Content Market Coordinator and collaborate closely with other marketing team members.

Mashariki is an equal opportunity employer. We encourage applications from candidates of all backgrounds and experiences.

Submit your resume to [info@masharket.com](mailto:info@masharket.com) by 15th September 202



Masha**R**ket