



JOB ADVERTISEMENT

The Rwanda Interlink Transport Company (RITCO) would like to recruit staff for the following vacant position:

POST: SALES AND MARKETING MANAGER (1)

Key Duties and Responsibilities.

- Planning, developing, and implementing PR strategies;
- Communicate with colleagues and act as the spokesperson of RITCO;
- Liaise with, and answer inquiries from media, individuals, and, other organizations, often face to face or via telephone and email;
- Conduct research, write and distribute press releases to targeted media;
- Collate and analyse media coverage;
- Write and edit all in-house magazines, case studies, speeches, articles, and annual reports;
- Prepare and supervise the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films, and multimedia programs;
- Supervise maintenance and update information on the organization's website;
- Manage and update information and engage with users on social media sites such as Twitter;
- Foster community relations through events such as open days and through involvement in community initiatives;
- Manage the PR aspect of a potential crisis situation;
- Contribute to the implementation of the RITCO mission by providing the necessary managerial, logistical, and administrative support required for the fulfilment of the RITCO mandate, including such areas as budget, finance, human resources management, general services, logistics, etc;
- Act as principal adviser on all matters pertaining to public relations and stakeholder relations;
- Undertake any other task that may be assigned to him/her by superiors.

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Job Requirements and Qualifications

- Masters/ Bachelor's degree in Mass Communication, marketing, Business Administration, or other related fields;
- 5 years of working experience in marketing or public relations function;
- Excellent communication skills both orally and in writing;
- Excellent interpersonal skills;
- Good IT skills;
- Presentation skills;
- Ability to prioritize and plan effectively;
- Creativity;
- Understanding of transport business is key;
- Fluent in English, French, and Kinyarwanda

Interested candidates are requested to submit their application letters together with detailed CVs and academic certificates and a copy of ID at recruitment@ritco.rw not later than Monday, October 9th, 2023 at 5:00 PM. Only candidates who meet the above requirements will be shortlisted.

Done at Kigali, on 20/09/2023.


NKUSI Godfrey
Managing Director

