

JOB VACANCY

Job title	Marketing Coordinator
Company	Fidotech Rwanda Ltd/ Winner
Department	Sales and Marketing
Reports to	Operations Manager
Location	Rwanda
Employment Type	Full-time

Job Purpose

The Marketing Coordinator is responsible for coordinating and executing the company's marketing activities across online, retail, field, digital, media and customer-facing channels. The role supports brand visibility, customer acquisition and retention by ensuring that campaigns, activations, events and promotional materials are delivered on time, within budget and in line with company standards. The Marketing Coordinator will work closely with internal teams, branches, agencies and other partners and will report directly to the Operations Manager.

Key Duties and Responsibilities

- Plan, coordinate and execute marketing campaigns and promotional programs in line with the approved central and local marketing calendar and business objectives.
- Organize and supervise shop activations, street activations, roadshows, customer engagement campaigns and other field marketing activities from planning through execution and post-activity reporting.
- Coordinate event logistics, including venues, permits where required, branding materials, promoters, transport, sound systems, tents, giveaways, customer registration and activity schedules.
- Work closely with branch/Shop teams and field supervisors to identify suitable activation locations, high-potential areas and opportunities to improve customer traffic and brand visibility.
- Coordinate with the agency the production, distribution, installation and proper use of marketing materials such as posters, flyers, banners, backdrops, signboards, branded tents, uniforms and promotional items.
- Support digital content and other customer communication campaigns, ensuring timely execution and consistency of the company's brand voice.
- Create, translate (where required), proofread and edit marketing copy and campaign content for different communication channels.
- Monitor marketing activities and campaign performance using agreed KPIs, including customer acquisition, participation, reach, traffic, leads, registrations, FTDs, sales impact and return on marketing spend where applicable.
- Prepare clear activity plans, budgets, weekly/monthly marketing updates, post-activation reports and campaign performance reports for management.
- Conduct market visits and market research to identify customer trends, competitor activities, new promotional opportunities and areas requiring stronger brand presence.
- Ensure all marketing and promotional activities comply with company policies, brand guidelines and applicable regulatory requirements.
- Maintain an organized inventory and record of marketing materials, promotional items and activation equipment and coordinate their allocation and reuse to control costs.
- Support sponsorships, partnerships, public relations and community engagement initiatives as assigned.
- Perform any other marketing-related duties assigned by the Operations Manager in support of company objectives.

Qualifications and Experience

- Bachelor's degree in Marketing, Business Administration, Communications or a related field.
- At least 1–3 years of relevant experience in marketing, field marketing, events, promotions or a related role.
- Practical experience coordinating activations, events, roadshows or promotional campaigns is highly desirable.
- Good understanding of digital marketing, social media, content marketing and traditional marketing channels.

- Experience working with agencies, media houses is an advantage.

Key Skills and Competencies

- Strong planning, organization and project coordination skills, with excellent attention to detail.
- Excellent written and verbal communication skills, including copywriting and proofreading.
- Ability to work independently, prioritize multiple activities and meet tight deadlines.
- Strong interpersonal and negotiation skills, with the ability to coordinate effectively with internal teams and external partners.
- Good analytical and reporting skills, with the ability to track campaign results and recommend improvements.
- Creativity, initiative, problem-solving ability and a strong field-execution mindset.
- Ability and willingness to travel regularly to branches and activation locations as required.
- Proficiency in Microsoft Office; familiarity with digital marketing and reporting tools is an advantage.

How to Apply

Interested candidates are invited to submit their updated CV and a brief cover letter by email to recruitment@winner.rw. Please indicate "Marketing Coordinator" in the email subject line. Only shortlisted candidates will be contacted.