

# Rwanda Men's Resource Centre (RWAMREC)

Legal status: Ministerial Order N° 114/11 of 03/09/2008

P.O. Box 5768, Kigali, Rwanda

KG 11 Ave, YYUSSA PLAZA, Kimironko, 2nd Floor

Tell-Cellular: +250788381183 | +250788315140

Email: [info@rwamrec.org](mailto:info@rwamrec.org)

Website: [www.rwamrec.org](http://www.rwamrec.org)



## Terms of Reference: Communications Officer

22 June 2026

### RWAMREC is Hiring a Communication Officer

#### ABOUT RWAMREC

The Rwanda Men's Resource Centre (RWAMREC) is a non-governmental organization dedicated to transforming harmful masculinities and promoting gender equality in Rwanda and beyond.

RWAMREC envisions a peaceful society where women and men share roles and responsibilities in raising families and governing society through equality, respect, and social justice.

RWAMREC's mission is to promote gender equality by transforming masculinities and femininities through awareness creation, advocacy, capacity development, movement building, research, and service delivery. Through its programmes and partnerships, RWAMREC engages men and boys as allies for gender equality while supporting women's rights, preventing gender-based violence, and promoting social justice.

#### POSITION OVERVIEW

RWAMREC seeks a dynamic, creative, and highly motivated Communication Officer to strengthen the organization's visibility, advocacy, stakeholder engagement, knowledge management, and digital presence.

The Communication Officer will be responsible for developing and implementing communication strategies that effectively showcase RWAMREC's programmes, campaigns, partnerships, research, advocacy initiatives, and organizational impact at national, regional, and international levels.

The incumbent will support the production of high-quality multimedia content, including written stories, photography, graphic design, videos, podcasts, social media content, reports, newsletters, and campaign materials. The Communication Officer will also contribute to knowledge management and organizational learning by ensuring that communication products, digital assets, and organizational information are properly documented, archived, analyzed, and disseminated.

The position requires a highly organized individual who is comfortable working with digital communication tools, social media management platforms, Artificial Intelligence (AI) tools, Customer Relationship Management (CRM) systems, analytics platforms, and knowledge management systems.

Expected start date: **1 August 2026**.

## **REPORTING LINE**

The Communication Officer will be a full-time staff member of RWAMREC and will report directly to the **Communication Manager**.

The incumbent will work closely with programme managers, project coordinators, monitoring and evaluation staff, administration and finance teams, consultants, partners, donors, media professionals, and other stakeholders to support the organization's communication, visibility, advocacy, knowledge management, and digital engagement efforts.

## **ROLES AND RESPONSIBILITIES**

### **Strategic Communication**

- Support the development and implementation of RWAMREC's communication strategy and annual communication plans.
- Ensure consistency of organizational branding, messaging, and visibility.
- Support advocacy and campaign communication initiatives.
- Contribute to stakeholder engagement and organizational positioning efforts.

### **Digital Communications and Social Media**

- Manage and regularly update RWAMREC's social media platforms, including Facebook, Instagram, LinkedIn, X (Twitter), Threads, TikTok, YouTube, and emerging platforms.
- Develop and implement content calendars.
- Create, schedule, publish, and monitor engaging digital content.
- Track social media performance and prepare periodic analytics reports.
- Support audience engagement and community management across platforms.

### **Content Development**

- Produce and edit high-quality communication products, including:
  - Success stories, human-interest stories, blogs, press releases, news articles, newsletters, fact sheets, case studies, campaign materials, annual reports, and advocacy products.
- Ensure all communication materials meet RWAMREC quality and branding standards.
- Edit and proofread communication materials developed by programme teams.

### **Photography, Videography and Multimedia**

- Document programme activities through photography and videography. Produce and edit short videos, documentaries, interviews, reels, podcasts, and promotional content.
- Develop multimedia products for digital campaigns and advocacy initiatives. Maintain and organize RWAMREC's multimedia archive.
- Ensure informed consent is obtained, documented, and properly managed through standardized consent forms, and that all ethical communication standards are strictly respected when collecting stories, photos, and videos.

## **Media Relations and Visibility**

- Maintain relationships with journalists and media organizations.
- Coordinate media coverage of organizational events and campaigns.
- Draft press releases and media advisories.
- Organize media engagements, interviews, and press conferences.
- Monitor and document media coverage and visibility.

## **Website Management**

- Manage and regularly update the RWAMREC website.
- Publish stories, blogs, news updates, reports, and communication products.
- Monitor website performance and recommend improvements.
- Support search engine optimization (SEO) and website visibility efforts.

## **Knowledge Management and Data Management**

- Support organizational knowledge management systems and processes.
- Organize and maintain communication archives, media libraries, databases, and digital repositories.
- Support documentation of lessons learned, best practices, and programme achievements.
- Contribute to data organization, reporting, and dissemination of organizational knowledge products.

## **Event Communication and Campaigns**

- Support communication planning and visibility for events, conferences, trainings, webinars, and campaigns.
- Coordinate event branding and promotional activities.
- Develop event communication materials before, during, and after activities.

## **Monitoring, Evaluation and Reporting**

- Track communication indicators and key performance metrics.
- Produce monthly, quarterly, and annual communication reports.
- Analyse social media, website, media coverage, and campaign performance data.
- Provide recommendations to improve communication effectiveness.

## Other Responsibilities

- Support programme teams in meeting donor visibility requirements.
- Represent RWAMREC in communication-related forums and networks when required.

## QUALIFICATIONS AND SKILLS

### Qualification

- A Bachelor's degree in communications, journalism, public relations, or media studies.
- A minimum of 3 years of relevant professional experience in communications, journalism, digital storytelling, web design, or related fields.
- Strong digital communication skills, with demonstrated experience in social media management, digital analytics, content development and creation, website management, and newsletter production.
- Graphic design and multimedia skills, with proficiency in Canva or Adobe Creative Suite, are advantageous.
- Fluency in Kinyarwanda and English is required; proficiency in French is an additional advantage.

### Core Competencies

- Strong analytical and problem-solving skills.
- Excellent interpersonal and stakeholder engagement skills.
- Strong organisational and project management abilities.
- Ability to manage multiple priorities and work under tight deadlines.
- High level of creativity, initiative, and attention to detail.
- Commitment to gender equality, human rights, and social justice.
- Respect for diversity, inclusion, and cultural sensitivity.
- Ability to work effectively in a multicultural environment and collaborate with diverse teams and partners.

## WHAT WE OFFER

RWAMREC is committed to providing a supportive, inclusive, and empowering work environment where staff can thrive both professionally and personally.

The successful candidate will benefit from:

- A one-year renewable contract, subject to performance and funding availability, with a three (3) months probationary period.
- Eighteen (18) days of annual leave per year, in addition to official public holidays.
- A gender-transformative and values-driven work environment committed to gender equality, human rights, and social justice.  
Opportunities for professional growth, mentorship, and continuous learning.
- Exposure to national, regional, and international advocacy and development initiatives.

- Opportunities to collaborate with leading organisations, networks, and practitioners working on engaging men and boys for gender equality, including actors within the MenEngage Alliance and other regional and global networks.
- A dynamic, collaborative, and vibrant workplace that values innovation, creativity, teamwork, and diversity.

## APPLICATION PROCESS

Interested candidates should submit:

- A signed cover letter.
- An updated and signed Curriculum Vitae (CV).
- A portfolio showcasing previous communication work, or a link to a folder (Google Drive or Dropbox) containing relevant communication samples.
- Contact details for one (1) professional reference.

Applications should be submitted online on this [link](#) by the **6th of July 2026** at **5 PM CAT**. Late applications will not be considered.

**Only shortlisted candidates will be contacted.**

## EQUAL OPPORTUNITY AND SAFEGUARDING STATEMENT

RWAMREC is an equal opportunity employer committed to promoting gender equality, diversity, inclusion, and social justice. We strongly encourage qualified women and individuals from diverse backgrounds to apply.

RWAMREC is committed to creating and maintaining a safe, respectful, and gender-transformative workplace where all employees are treated with dignity and respect. The organisation has a zero-tolerance policy towards all forms of sexual harassment, exploitation, abuse, discrimination, bullying, and gender-based violence.

All employees are expected to uphold RWAMREC's safeguarding, child protection, and workplace conduct policies and contribute to fostering a professional environment that is inclusive, equitable, and free from harm.

Only candidates who share and demonstrate these values will be considered for employment.

**Done in Kigali, June 22, 2026**

  


**Fidele RUTAYISIRE**  
**RWAMREC Executive Director**