



A fully accredited/chartered University by The Government of Rwanda

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Communications Officer

The Communications Officer will play a pivotal role in advancing the University of Kigali's brand, reputation, and visibility across multiple internal and external audiences. The postholder will develop and implement strategic communications plans, manage digital and traditional media channels, produce compelling content, and build strong relationships with media, partners, and the wider community. This role is central to telling the University's story and ensuring that its achievements, values, and mission reach students, staff, alumni, government, and the public.

Key Responsibilities

Strategic Communications & Brand Management

- Develop and implement the University's annual communications and marketing strategy aligned with institutional goals.
- Safeguard and promote the University of Kigali brand identity across all communication channels and materials.
- Monitor and manage the University's reputation, responding proactively to reputational risks.
- Produce and regularly update the University's communications policy and style guide.

2. Content Creation & Storytelling

- Write, edit, and produce high-quality content including press releases, speeches, newsletters, website copy, brochures, annual reports, and social media posts.
- Develop compelling human-interest stories that showcase student achievements, faculty research, and institutional milestones.
- Coordinate the production of multimedia content including videos, photography, infographics, and podcasts.
- Maintain a content calendar to ensure consistent, timely, and audience-appropriate messaging.

3. Digital & Social Media Management

- Manage and grow the University's presence across all social media platforms (Facebook, Twitter/X, Instagram, LinkedIn, YouTube).
- Monitor social media analytics and produce monthly performance reports with actionable insights.

- Manage the University's official website content, ensuring information is current, accurate, and engaging.
- Lead digital campaigns for key institutional events including admissions, graduations, and research launches.

4. Media Relations & Public Affairs

- Serve as the primary point of contact between the University and national and regional media.
- Build and maintain a database of journalists, media outlets, and key stakeholders.
- Coordinate media coverage for university events, announcements, and research publications.
- Draft and distribute press releases, media advisories, and statements in a timely manner.
- Monitor media coverage and prepare daily/weekly media clipping reports for senior management.

5. Internal Communications

- Develop and manage internal communications channels including staff newsletters, intranet updates, and all-staff bulletins.
- Ensure staff are informed of institutional developments, policies, and events in a clear and timely manner.
- Support change management communications during periods of institutional transformation.

6. Events & Campaigns

- Plan and execute communication campaigns for university events including Open Days, Graduation Ceremonies, Research Conferences, and Alumni Reunions.
- Coordinate logistics for press conferences, media briefings, and public lectures.
- Support student recruitment campaigns in collaboration with the Admissions Office.

7. Stakeholder Engagement & Partnerships

- Build and maintain relationships with government agencies, NGOs, corporate partners, and community organizations.
- Represent the University at relevant external forums, conferences, and networking events.
- Support the development of communications materials for partnerships, funding proposals, and MoUs.

QUALIFICATIONS & EXPERIENCE

Candidate Profile:

Essential

- A Bachelor's degree in Communications, Journalism, Public Relations, Marketing, or a closely related field.
 - A minimum of 3 years of relevant professional experience in communications, public relations, or marketing.
 - Demonstrable experience managing social media platforms and digital content in an organisational context.
 - Proven ability to write clearly, accurately, and persuasively for diverse audiences and formats.
 - Experience working with media and managing media relations.
 - Proficiency in Microsoft Office Suite and content management systems (CMS)
- Desirable
- Having a Master's degree in Communications, Public Relations, or a related discipline will be an added advantage
 - Experience working in a higher education, NGO, or government communications environment.
 - Proficiency in graphic design tools (Adobe Creative Suite, Canva) and video editing software.
 - Experience with Google Analytics, social media analytics tools, or CRM platforms.
 - Fluency in Kinyarwanda, French, and English (written and spoken).

Application Requirements:

Interested applicants should submit the following:

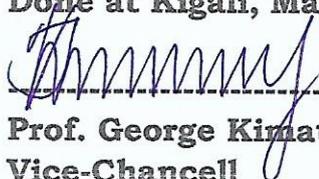
- Cover letter highlighting relevant experience and motivation for the role
- A detailed and updated curriculum vitae (CV)
- Certified copies of academic certificates
- Names, email addresses, and phone numbers of three referees (with permission to contact them)

Submission Details:

Applications should be addressed to **the Vice Chancellor** and submitted via email to recruitment@uok.ac.rw no later than **March 31st, 2026**. Please note that hard copies will not be considered.

Only shortlisted candidates will be contacted.

Done at Kigali, March 18th 2026


Prof. George Kimathi
Vice-Chancellor

