

REPUBLIC OF RWANDA



NATIONAL INSTITUTE OF STATISTICS OF RWANDA
P.O Box. 6139 KIGALI

JOB OPPORTINUTY

The National Institute of Statistics of Rwanda (NISR) seeks to hire the services of an experienced and capable **Media & Publicity Specialist** to initiate and manage public outreach, external relations, communication and media aspects of the 4th General Census of Population and Housing which will start on 15th August 2012 while providing direct support to the whole National Institute of Statistics of Rwanda (NISR).

Specific Duties and Responsibilities:

- Provide advice and support the Director-General of the NISR in establishing a functional unit dealing with public outreach, external relations, communication, advocacy and media issues;
- Develop and manage the maintenance of a website to project and distribute key messages and information pertaining to the ongoing Census activities;
- Plan and execute a media strategy to ensure adept use of media and press to project the appropriate information and messaging;
- Plan and execute a public communication campaign to enlighten the populace as to the activities of the Census and prepare them for the enumeration work to be conducted; this will entail contracting TV, radio, news papers, public events, launching ceremonies, and explore local community communication opportunities;
- Cultivate and maintain effective networks and working relationship and conduct briefing sessions with government, donors, local and international media, civil society organizations and other relevant partners;
- Develop and maintain regular outreach newsletters and project reporting mechanisms as required by the project team and the NISR Director-General;
- Capture census project results and prepare briefs and ensure media publicity on them, prepare regular press release, talking points, web content, article, and general correspondences on census project activities;
- Assist in all required aspects of the operation.

Duration, terms and conditions of appointment

The assignment is expected to be executed over a period of 12 calendar months renewable upon satisfactory performance and availability of funds. The Media and Publicity specialist is required to take up full responsibilities of the assignment directly after selection.

Core Competencies:

- Values/Guiding Principles;
- Performance Management;



ay

- Developing People/Fostering Innovation and Empowerment;
- Working in Teams;
- Communication information and ideas/Knowledge Sharing;
- Self-Management/Emotional Intelligence and Conflict management/Negotiating and resolving disagreements;
- Analytical and Strategic Thinking/Results Orientation/Commitment to Excellence.

Functional Competencies:

- Excellent communication, diplomacy, and writing skills;
- Advocacy/Advancing a policy-oriented agenda;
- Innovation and marketing of new approaches;
- Job knowledge/Technical expertise;
- Organizational leadership and direction;
- Results-based program development and management.

Qualifications and Experience:

- Appropriate advanced university degree in Communications, Journalism, Social Sciences and/or related field;
- Minimum of 5 years relevant working experience;
- Advanced knowledge of working with internet based applications and languages;
- Experience in managing external relations, a media department and proactively executing media strategies, is highly desirable;
- Experience in establishing websites with extensive media and download facilities;
- Experience in coordinating and managing public outreach communication campaign;
- Experience in graphic design desirable;
- Experience in project and team management and skills development;
- Extensive knowledge of Rwanda culture and sensitivities;
- Excellent inter-personal and general communications skills;
- Fluency in English and/or French and Kinyarwanda is essential.

Application guidelines:

Interested persons meeting the above qualifications should submit the following:

- ✓ Application letter, copies of degree certificates, copy of National Identity Card and a Detailed CV with names of three references;
- ✓ Proof of having experience (attestation de service rendu/ certificate of rendered service) and other documents which can demonstrate the experience;
- ✓ Submission deadline is 03rd April 2012 at 4pm at NISR office, former building-MINIPLAN-Muhima, P.O Box 6139 Kigali or by e- mail at info@statistics.gov.rw;
- ✓ Only short listed candidates will be contacted.

Done at Kigali on 19/03/ 2012

Odette MBABAZI

Deputy Director General in charge of Corporate Services

