



BACKGROUND

The Green City Kigali (GCK) is an initiative led by the Government of Rwanda, aimed at addressing environmental and urban challenges through innovative models towards Green Urbanisation. The Green City Kigali Company (GCKC), a special purpose vehicle established by the Rwanda Green Fund (Majority Shareholder) and RSSB (Minority Shareholder), is implementing the project.

Covering a designated 600-hectare area on Kinyinya Hill, the project aligns with the City of Kigali Master Plan 2050, envisioning an affordable, sustainable urban community for 170,000 to 200,000 residents. The initial phase focuses on a 16-hectare pilot site, planned for 1,700 to 2,000 units through a Public Private Partnership (PPP) with Private Developers. The project is a key component of the Rwandan-German Climate Cooperation, supported by the German government through KfW Development Bank

MANAGER – PARTNERSHIPS AND COMMUNICATIONS SERVICES

REPORTING TO: THE CEO

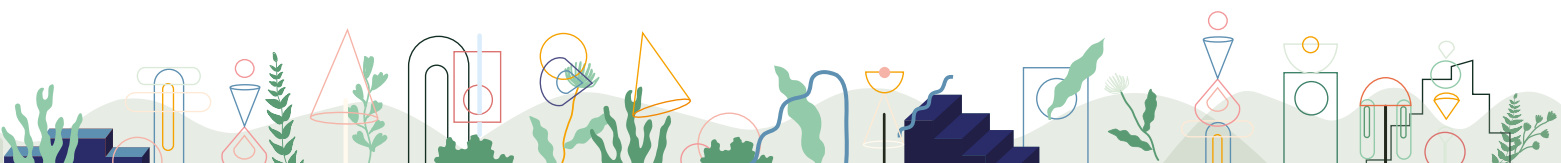
DIRECT REPORTS: Pr, Brand and All Communication Service Providers

PURPOSE: You will establish, execute and sustain a ‘partnership strategy’ and a ‘brand communication strategy’ for GCKC.

1. Build and sustain the kind of partnerships and collaborations GCKC needs to succeed
2. Build, sustain, execute and measure the GCKC brand.

KEY RESPONSIBILITIES:

- ➔ **Stakeholder Engagement and Partnership Development:** You will develop and implement strategies to engage and build relationships with key stakeholders, including customers, clients, external organizations, community members, influencers, government agencies, and industry partners. This involves understanding stakeholder and customer needs, managing communication channels, implementing engagement initiatives, assessing potential partners, negotiating partnership agreements and fostering mutually beneficial relationships.
- ➔ **Brand and Communication Strategy:** You will develop and implement a comprehensive brand and communication strategy aligned with GCKC’s goals and objectives. This includes defining key messages, target audiences, communication channels, and ensuring consistency in brand messaging across various platforms by working closely with the marketing, creative and advertising teams/suppliers.
- ➔ **Marketing and Branding:** You will oversee marketing initiatives and brand management to enhance the organization’s visibility and reputation. This includes developing marketing campaigns, conducting market research, and ensuring brand consistency across all communication materials and channels.



- ➔ **External Communication:** You will manage external communication channels, such as websites, social media platforms, press releases, and media relations. This includes crafting compelling content, coordinating public relations activities, and monitoring and responding to external inquiries.
- ➔ **Internal Communication:** You will implement effective internal communication strategies to ensure consistent messaging and alignment across the organization. This includes developing internal communication channels, such as newsletters, intranet platforms, town hall meetings, and facilitating open and transparent communication with employees.
- ➔ **Event Management:** You will plan and coordinate events, conferences, and other engagement opportunities to promote the organization and its partnerships. This involves managing event logistics, coordinating with vendors and partners, and ensuring a seamless experience for participants.
- ➔ **Public Affairs and Advocacy:** You will engage in public affairs activities to represent the organization's interests and advocate for relevant policies and regulations. This includes monitoring legislative and regulatory developments, building relationships with policymakers, and participating in industry associations and forums.
- ➔ **Performance Measurement:** You will establish metrics and monitor the effectiveness of partnership and communication initiatives. This includes analyzing data, tracking key performance indicators (KPIs), and providing regular reports and insights to senior management. You will also manage the communication budget.
- ➔ **Team Management and Leadership:** You will lead and manage the partnerships and service providers, including providing guidance, mentorship, and professional development opportunities. This involves setting performance goals, conducting performance reviews, and fostering a collaborative and high-performing work environment.

KEY COMPETENCES:

- ➔ **Vision:** You have an in-depth understanding of GCKC's mandate, strategic direction and brand positioning with an ability to directly work and follow up on effective execution.
- ➔ **Leadership and Teamwork:** You have demonstrated intellectual leadership and the ability to integrate knowledge with broader strategic, policy and operational objectives; the ability to oversee work across colleagues and external experts and the ability to delegate appropriate responsibility. Besides that, you are an excellent team player with demonstrated experience in collaborating with diverse departments and teams.
- ➔ **Client Orientation:** You have experience with identifying clients' needs and developing appropriate solutions as well as the ability to establish and maintain productive partnerships with clients and keep a certain discretion in handling delicate issues.
- ➔ **Planning and Organizing:** You have demonstrated planning, management and organizational skills and the ability to manage and administer an Office. You can work under pressure and meet deadlines; establish priorities and plans, organize, coordinate and monitor the office and those under your supervision in a complex and dynamic environment, ensuring the quality and timeliness of outputs.
- ➔ **Judgment/Decision-making:** You have problem-solving skills as well as the ability to proactively seek and recommend sound initiatives, and you handle matters delegated by the CEO with discretion.



- **Creativity:** You consider yourself as a creative thinker, and you have the ability to actively improve programs/services, offer new and different options to solve problems/meet client needs, and promote and persuade others to consider new ideas.
- **Continuous improvement:** You are willing to learn to keep abreast of new developments in the field of interest and to develop own managerial and leadership skills.
- **Technological Awareness:** You have proficient computer skills and experience in using relevant software applications, in particular information databases, internet/intranet services, library sources, etc.
- **Communications:** You have excellent and effective communication (verbal and written) skills which includes: making and defending recommendations; explaining difficult issues; persuading people with varying points of view; conveying difficult issues and positions to senior officials; preparing written reports and orally convey information in a clear, concise, accurate and meaningful manner; public speaking and creative writing.
- **Negotiation Skills:** You have highly developed negotiating skills and the ability to work with and persuade others to reach agreements.

REQUIREMENTS:

- **Academic Requirement:** Bachelor's degree in Communication, Public Relations or Media Arts or Social Sciences
- **Professional Requirement:** A minimum of 6 years of experience with at least 4 years at management level in a busy environment.
- **Language Requirement:** Any additional language is an asset



APPLY BEFORE
21 FEB 2024

APPLY ► <https://greencitykigali.org/gkc/>

