

Job Description: Bilingual Communications And Social Media Officer

Position Title: Bilingual Communications and Social Media Officer

Location: Kigali City, Rwanda

Employment Type: Full-Time

Organization: Panafrican Farmers Organisation (PAFO)

Company Description

The Panafrican Farmers Organisation (PAFO) is the only continental-scale platform uniting over 80 million family farmers across Africa. Represented by more than 73 national organizations, unions, cooperatives, and associations, PAFO brings together five regional networks dedicated to the growth and sustainability of African agriculture:

- **Eastern Africa Farmers Federation (EAFF)**
- **Plateforme Régionale des Organisations Paysannes d'Afrique Centrale (PROPAC)**
- **Réseau des organisations paysannes et de producteurs de l'Afrique de l'Ouest (ROPPA)**
- **Southern African Confederation of Agricultural Unions (SACAU)**
- **Union Maghrébine et Nord-Africaine des Agriculteurs (UMNAGRI)**

PAFO focuses on addressing critical issues such as access to land, financing, trade, public investments, and capacity building for farmers. Its advocacy also prioritizes cross-cutting themes like climate change, the empowerment of rural women, and engaging young people in agriculture.

Role Overview

PAFO is seeking a young, dynamic, and multilingual **Bilingual Communications and Social Media Officer** to lead the implementation of its communication and advocacy strategies. The successful candidate will work on-site in Kigali City, Rwanda, and play a pivotal role in advancing PAFO's mission by enhancing its visibility and effectively communicating its values and objectives.

Key Responsibilities

- Develop and implement communication and social media strategies in English and French.
- Create high-quality, multilingual content for press releases, social media updates, newsletters, and reports.
- Manage PAFO's social media platforms, ensuring timely and engaging updates.

- Coordinate internal and external communication activities to enhance PAFO's reach.
- Maintain strong relationships with media outlets and stakeholders to amplify PAFO's voice.
- Support advocacy efforts by producing and disseminating impactful communication materials.
- Monitor and report on the effectiveness of communication campaigns.

Qualifications

- Fluency in **English and French** (written and spoken).
- Exceptional written and verbal communication skills in both languages.
- Experience in communications, journalism, public relations, or a related field.
- Knowledge of social media platforms and digital marketing strategies.
- Strong interpersonal skills with the ability to thrive in a multicultural environment.
- Ability to manage multiple projects and meet deadlines effectively.
- Bachelor's degree in Communications, Marketing, Journalism, Public Relations, or business administrations a related field.
- Experience in content creation, editing, and graphic design is an added advantage.

What We Offer

- An opportunity to work with a leading continental organization shaping the future of African agriculture.
- A vibrant, multicultural work environment.
- Professional development opportunities.
- Competitive remuneration and benefits package.

How to Apply

To apply, please submit your CV, cover letter, and samples of your work (e.g., articles, social media posts, designs) in **both English and French** to ceo@pafo-africa.com, info@pafo-africa.com by 3rd January, 2025. Please include **“Application for Bilingual Communications and Social Media Officer”** in the subject line.

Join PAFO in giving a voice to millions of African family farmers and making a meaningful impact on agriculture across the continent!