

VACANCY ANNOUNCEMENT

Rwanda Broadcasting Agency (RBA) is a Public Broadcaster with a mission of "Providing quality content that meets the needs of the audience and promotes cultural values, socio-economic transformation and citizen participation in the digital society". RBA wishes to encourage all qualified, hard working and interested professional candidates to apply for the following positions:

1. JOB TITLE: MARKETING MANAGER

NUMBER OF POSITIONS: 1

EMPLOYMENT TERMS: PERMANENT

Job Summary:

The Marketing Manager is responsible for developing and executing marketing strategies that maximize RBA's revenue potential and strengthen our brand presence. This role focuses on promoting RBA's content and platforms, including international sports, entertainment, and other high-profile events, to attract top clients and advertisers. The Marketing Manager will work closely with the entire Partnerships & Sales Department, ensuring seamless collaboration to deliver impactful campaigns and generate business growth.

Key Responsibilities:

- Develop and implement comprehensive marketing strategies to promote RBA's platforms and content, including TV, radio, digital, and events.
- Identify, create, and sell advertising and sponsorship opportunities, including premium slots for major clients.
- Collaborate with the sales team, senior management, and other departments to ensure alignment of marketing initiatives with revenue goals.
- Lead promotional campaigns for local and international events, ensuring maximum visibility and monetization.
- Conduct market research and competitor analysis to identify trends, opportunities, and client needs.
- Build and maintain strong relationships with key clients, agencies, and strategic partners.
- Track campaign performance, provide insights, and adjust strategies to optimize results.
- Mentor and support team members, fostering collaboration and a results-driven culture across the department.

Qualifications & Experience:

- Bachelor's degree in Marketing, Business Administration, Communications, or related field (Master's preferred).
- Minimum 5 years of experience in marketing, sales, or business development, ideally in media, broadcasting, or event marketing.
- Proven track record in driving revenue through advertising, sponsorships, or marketing campaigns.
- Strong strategic thinking, leadership, and project management skills.
- Excellent communication, negotiation, and client management abilities.
- Ability to work across multiple teams and manage high-profile campaigns effectively.

2. JOB TITLE: SALES ADMINISTRATOR

NUMBER OF POSITIONS: 1

EMPLOYMENT TERMS: PERMANENT

Job Summary:

The Sales Administrator ensures the smooth operation of the Partnerships & Sales Department by providing high-level administrative support and coordination. This role is essential for maintaining accurate records, facilitating internal and external communications, and supporting the execution of sales campaigns. The Sales Administrator works closely with all team members to enhance efficiency, client satisfaction, and departmental success.

Key Responsibilities:

- Maintain and update client databases, sales records, contracts, and departmental documentation.
- Prepare and issue invoices, purchase orders, and other transactional documents.
- Coordinate internal communication across the department to ensure seamless execution of sales campaigns and client projects.
- Track client payments, follow up on outstanding invoices, and assist in reporting for management.
- Support preparation of sales reports, presentations, and strategic documentation for management review.
- Ensure compliance with company policies, media regulations, and contractual obligations.
- Provide logistical and administrative support during meetings, negotiations, and client events.
- Serve as a liaison between clients, sales officers, and other departmental teams, ensuring smooth operations and timely communication.

Qualifications & Experience:

- Diploma or Bachelor's degree in Business Administration, Marketing, Communications, or related field.
- Minimum 2-3 years of experience in sales administration, office coordination, or similar role.
- Strong organizational, communication, and multitasking skills.
- Proficiency in Microsoft Office, CRM tools, and data management software.
- Ability to work collaboratively across teams and manage competing priorities efficiently.

3. JOB TITLE: SENIOR SALES OFFICER/ AGENCY & GOVERNMENT BUSINESS

NUMBER OF POSITIONS: 1

EMPLOYMENT TERMS: PERMANENT

Job Summary:

The Senior Sales Officer is responsible for managing, expanding, and strengthening RBA's relationships with government clients, public agencies, and advertising partners. This role is critical for driving revenue, ensuring seamless execution of sales campaigns, and acting as a key liaison between clients and the department. The Senior Sales Officer works collaboratively with all departmental teams to ensure delivery of high-quality media solutions that meet client expectations.

Key Responsibilities:

- Identify, develop, and manage strategic relationships with government institutions, agencies, and advertising clients.
- Drive business acquisition and revenue growth through targeted outreach and negotiation of advertising and media deals.
- Collaborate with internal teams, including marketing, production, and administration, to ensure timely and high-quality delivery of client campaigns.
- Prepare proposals, presentations, and contracts tailored to client needs and organizational objectives.
- Monitor and analyze market trends, competitor activities, and client feedback to inform sales strategies.
- Maintain accurate records of client interactions, sales pipelines, and performance metrics.
- Support the Market Manager in developing departmental strategies and achieving revenue targets.
- Act as a mentor and resource for junior sales and administrative staff within the department.

Qualifications & Experience:

- Bachelor's degree in Marketing, Business Administration, Communications, or related field.
- Minimum 3–5 years of sales experience, preferably in media, broadcasting, or government-focused business.
- Proven ability to negotiate, influence, and manage high-value clients and contracts.
- Strong presentation, interpersonal, and communication skills.
- Knowledge of media sales, advertising trends, and government procurement processes is advantageous.
- Ability to collaborate across teams and manage multiple priorities under tight deadlines.

4. JOB TITLE: PROCUREMENT SPECIALIST

NUMBER OF POSITIONS: 1

EMPLOYMENT TERMS: PERMANENT

Key Responsibilities:

- Assist her/his peers in monitoring the execution of procurement contracts in close collaboration with end users' departments by putting strategies in place to avoid any poor contract exception effectively;
- Participate in preparation of draft both initial Procurement plan and revised procurement plan in accordance with existing public procurement rules and regulations;
- Receive and review tender requests from user departments of related planned tender documents;
- Respond to enquiries from bidders in timely manner;
- Participate in contract negotiations exercise when necessary;
- Participate in preparation, advertisement and follow up on opening and evaluation of tenders when necessary;
- Participate in public tender Committee meetings with draft working documents to be reviewed by the committee, when necessary;
- Draft contracts complying to specific rules and regulations in collaboration with every Procurement contract manager and legal services as bidding document/RFP
- Creating, and reviewing contracts to ensure they accurately reflect the agreed upon terms and protect the Agency's interests,



- Negotiating terms of contract with vendors, suppliers and clients to establish mutually beneficial contract terms and conditions
- Analyzing contracts to identify potential risks, inconsistencies and areas for improvement and providing recommendations for modifications.
- Overseeing the entire contract lifecycle, including monitoring contract performance, ensuring compliance with contractual obligations, managing contract amendments, extensions and provide feedback on recommended action,
- Staying updated about relevant changes,
- Support the procurement process including providing input to statement of works/requirements (including articulation of performance standards and Key Performance Indicators), assist and provide guidance in the development of technical evaluation criteria where required.
- Develop a quality assurance plan to provide a systematic method to monitor contract performance,
- Participate in the development of contract risk assessments and risk management plans, including mitigating measures,
- Participate in the assessment of contractor performance, including advice and action to address instances of poor performance and/or non-compliance with contractual obligations,
- Draft relevant audit responses on contract management related issues, as required,
- Maintain contracts related documents; electronic and hardcopy files and records to ensure proper accountability,
- Initiate contract close outs including identifying, documenting and disseminating best practices and lessons learned and securing the final contractor performance assessment.
- Perform other related duties as required

Qualifications & Experience:

- Master's degree in procurement, Supply chain Management, Business law or Business administration, Civil Engineering, Public administration, with 4 years' experience in procurement operations OR,
- Bachelor's degree in procurement, Supply chain Management, Business law or Business administration, Civil Engineering, Accounting, Public Administration, Economics, with 6 years' experience in procurement operations.



- Practical experience in use of e-procurement system and the experience must be demonstrated by indicating current or previous employer(s); (Mandatory)
- Membership to the Rwanda Institute of Procurement Former Association of procurement professionals in Rwanda will be added value.
- Full or partial professional certification in procurement will be an added value advantage

HOW TO APPLY:

Interested applicants should submit in their application letter; a detailed CV, copy of Master's or Degree, a National ID/passport, and proof of experience to the Director General of RBA, through RBA career page: <https://rba.co.rw/akazi>, explaining why you think you would be suitable for the position.

All qualifications claimed must be substantiated with diplomas, certificates or other relevant documents.

NB:

- **Application without support documents will not be considered,**
- **Female candidates are encouraged to apply,**
- **Please note that only short-listed candidates meeting the required qualifications will be contacted,**
- **Application deadline is Friday 24th October 2025 at 5:00 pm.**

Kigali, on 15th October 2025.

BARORE Cléophas
Director General/RBA

