



Job Title: Communications Lead

Location: Kigali, Rwanda

Type: Full-time employment

Are you a creative and strategic communications professional who is passionate about using storytelling and visibility to create social impact? The Institute for Community Based Sociotherapy (ICBS) is looking for a dynamic Communications Lead to strengthen our internal and external communications, raise the visibility of our work in multiple countries worldwide, and engage diverse audiences across the Great Lakes Region and beyond.

About ICBS

The Institute for Community Based Sociotherapy (ICBS) is an international NGO registered in the Netherlands. It functions as a global expertise network, uniting professionals and organizations implementing Community-Based Sociotherapy (CBS). CBS was first developed in Rwanda in 2005 as an integrated Mental Health and Psychosocial Support (MHPSS) and Peacebuilding (PB) approach. To ensure harmonised quality standards, knowledge exchange, and best practices across different countries and contexts, ICBS was established in 2019. Guided by a sociocracy-inspired governance model, we foster a collaborative, non-hierarchical work culture.

Together with partners in Rwanda, Burundi and Uganda, ICBS is currently implementing the CONNECT Project, which focuses on scaling up CBS in the Great Lakes Region. To support this ambitious initiative and ICBS' broader mission, we are seeking a Communications Lead who will design and implement innovative communication strategies, manage our visibility, and position ICBS in the fields of MHPSS and peacebuilding.

Job Summary

The Communications Lead will be responsible for developing and implementing a comprehensive communications strategy that enhances the visibility, credibility, and impact of ICBS and its partners. This includes leading on branding, public relations, media engagement, content creation, digital platforms, and event communications. The role requires a strategic thinker with excellent storytelling and design skills, strong leadership qualities, and the ability to collaborate effectively with diverse partners across the Great Lakes Region and beyond.

The Communications Lead will supervise the Communications Officer, work closely with the ICBS Communications & Advocacy Strategist, and collaborate with ICBS' partners to ensure consistent messaging and impactful communication across all platforms.

Key responsibilities:

Strategic communication and branding

- Develop and execute a multi-channel communications strategy aligned with the ICBS' mission, goals, and fundraising efforts.
- Ensure consistent messaging and visual identity across all communication platforms.
- Identify target audiences and tailor messaging to effectively reach and engage different stakeholders, including donors, partners, CBS practitioners, policymakers, media, and the general public.
- Monitor global trends and conversations about CBS and sociotherapy, MHPSS, and PeaceBuilding, guiding strategic messaging.
- Work closely with the General Circle and Communications and Advocacy Strategist to proactively position ICBS as a leading voice in MHPSS and Peacebuilding.

Public relations and media

- Serve as the primary point of contact for media inquiries.
- Build and maintain strong relationships with journalists and other media workers.
- Draft press releases, op-eds
- Pitch stories to media outlets.

Digital and content strategy

- Oversee the creation and management of content across all digital platforms.
- Develop and implement a content calendar to support campaigns, events, and organizational updates.
- Ensure alignment with the ICBS' brand voice and style.
- Supervise the production of communication products, including reports, brochures, and other promotional materials.

Events and campaigns

- Collaborate with other circles to promote public engagements.
- Develop and implement communication plans for events, including pre-event promotion, media outreach, social media campaigns, and post-event coverage.
- Develop branded event materials such as invitations, programs, signage, and digital material.
- Leverage events as storytelling opportunities to enhance ICBS' visibility and donor engagement.

Leadership and collaboration

- Supervise and mentor the Communications Officer providing guidance, mentorship, and performance management.

- Collaborate with other ICBS circles to support organisational priorities through effective communication.
- Contribute to resource mobilisation including fundraising.
- Manage the communications budget and relationships with vendors, designers, and consultants.
- Collaborate with ICBS' partners to enhance communications impact.

Monitoring, evaluation and quality assurance

- Define and oversee Key Performance Indicators for communications and visibility.
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- Ensure accuracy, consistency, and clarity across all public-facing content.
- Establish and maintain editorial standards, brand guidelines, and internal review processes to ensure high-quality outputs across all channels.
- Regularly review and assess the performance of communication channels (e.g., website, social media).
- Conduct content audits and stakeholder surveys to evaluate audience perceptions, engagement levels, and communication needs.
- Identify areas for improvement and develop action plans to address communication gaps or inconsistencies.

The duties and responsibilities as set out above are not exhaustive and the role holder may be required to carry out additional duties.

Requested Profile

Qualifications skills & experience	<ul style="list-style-type: none"> • 3+ years' experience as communications manager or a similar position in public or private field. • Bachelor's degree in communications, journalism, public relations, or relevant field. • Master's degree in a relevant field is considered an advantage. • Strong leadership, strategic thinking, and international advocacy skills. • Experience in design and implementation of communication strategies. • Strong knowledge of communication practices and techniques. • Excellent writing, editorial, and presentation skills. • Excellent record of accomplishment in producing a wide range of communication material. • Graphic design skills in using Adobe Photoshop, InDesign and Canva. • Knowledge of multimedia to develop a range of communication and information products, particularly photography and videography. • Demonstrated social media experience. • Experience in awareness raising campaigns.
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	<ul style="list-style-type: none"> • Sound knowledge of communication principles and ethics. • Demonstrated ability to interact effectively with various government and non-governmental stakeholders. • Proficiency in using digitalized internal communication systems and data management. • Advanced working knowledge of MS Office Suite (Word, Powerpoint, Excel and Publisher). • Advanced working knowledge of MS Office 365 (Teams, OneDrive, Sharepoint etc.) • English and Kinyarwanda are the working languages for this position, therefore excellent oral and written communication skills in English and Kinyarwanda are required. Knowledge of French and Swahili would be an advantage. <p>Candidate should be able to work independently, with minimum supervision and guidance from supervisors.</p>
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Terms of Employment

This is a full-time position based at the ICBS Rwanda's Office in Kigali, with travel to the districts and partner offices as required.

How to apply:

Interested candidates are invited to submit electronically their motivation letter, CV, and at least three references to vacancies@icbs.ngo. Please include "Communications Lead" in the subject line and add your monthly salary expectation (salary range) in the motivation letter. The application deadline is Friday 10th October 2025. The applications can be addressed to the General Lead of ICBS, Mr. Diogene Karangwa. For inquiries, contact: Nina Goričar (nina.goricar@icbs.ngo). More information: icbs.ngo.