



Position title: Marketing, Communication, and Sustainability Manager

Date: 07th October 2025

Work base: ASA International Rwanda Plc - Head Office

Reporting to: Chief Commercial Officer

Expected starting date: Any time

Employment Contract type: Open-ended contract.

About the ASA International (Rwanda) Plc:

ASA International (Rwanda) Plc (subsequently referred to as "ASA Rwanda") is a for-profit, deposit taking Microfinance Institution licensed by National Bank of Rwanda and incorporated under The Companies Act, No.103495622 in Rwanda in 2014 and started operations in 2016, currently serving small business through Loans and savings in 37 branches across the country. ASA Rwanda is a subsidiary of ASA International listed on London Stock Exchange, one of the world's largest international Microfinance institutions in the world operating in 13 countries in Africa and Asia.

Vision: Reduce poverty by improving the lives of the underprivileged with a key focus on female entrepreneurs.

Mission: We have a strong commitment to financial inclusion and socioeconomic progress.

Objective: Providing Microfinance loans for business purpose to low-income entrepreneurs with an objective of improving financial inclusion and realize socioeconomic progress. Our loans provide an alternative to low-income entrepreneurs without access to credit from traditional banks. We provide these loans using the ASA Model.

a. Function summary

Marketing, Communication, and Sustainability Manager is responsible for developing and executing integrated strategies that build ASA Rwanda's brand, strengthen stakeholder engagement, and drive sustainability impact in alignment with ASA International Group standards.

b. Duties and Responsibilities

► Strategic Marketing, Branding & Communication:

- Develop and implement a robust marketing, communication, and branding strategy aligned with the institution's mission and the Group brand.
- Position ASA Rwanda as a trusted and leading microfinance provider, reinforcing ASA International's global brand identity.
- Ensure consistency in messaging and visual identity across all channels, branches, and materials.

- ▶ Lead internal and external communications, including media relations, press releases, announcements, speeches, and crisis communication.
 - ▶ Produce compelling content (reports, newsletters, social media, website, success stories) to showcase client impact and institutional achievements.
 - ▶ Organize and manage events, community outreach programs, sponsorships, and webinars to enhance visibility and engagement.
 - ▶ Build and maintain strong relationships with regulators, funders, community leaders, and media partners to strengthen brand visibility.
- ▶ **Sustainability Planning, Implementation & Monitoring:**
- ▶ Develop and implement annual sustainability (SMART) targets aligned with Group strategy.
 - ▶ Plan, execute, and monitor CSR programs, climate initiatives, and other sustainability projects with measurable outcomes.
 - ▶ Ensure compliance with Group sustainability standards, including ESG, ESMS, and Client Protection Principles, providing timely and accurate reports.
 - ▶ Promote sustainability initiatives through effective stakeholder engagement and communication with NGOs, regulators, and development partners.
- ▶ **Digital Marketing & Business Development Support:**
- ▶ Lead digital marketing strategies, including SEO/SEM, social media, online campaigns, and email marketing
 - ▶ Manage and monitor digital content performance, optimizing for reach and engagement
 - ▶ Support product development and business development through targeted marketing campaigns, promotional materials, and investor/donor communications.
 - ▶ Develop and deliver pitch decks, annual reports, and impact communications for donor and investor relations.

c. Education

- Bachelor's degree in Marketing, Communications, Business Administration, Social/Environmental Sciences, or related field (Master's degree preferred).
- 5–8 years of experience in marketing, communications, sustainability, or branding, ideally in financial services or social enterprise.
- Proven track record in brand/communication strategy, digital marketing, media engagement, and stakeholder management.
- Knowledge of sustainability, ESG, client protection, and impact reporting.
- Strong leadership, project management, and analytical skills.

d. Requirements Skills, Knowledge, Abilities for Marketing, Communication, and Sustainability Manager

- Being Rwandan by nationality;
- Results-driven and proactive: Focused on achieving marketing, communication, and sustainability goals with a solutions-oriented mindset.
- Organized and analytical: Able to manage multiple priorities, interpret data, and deliver measurable outcomes.
- Clear communicator & relationship-builder: Strong written and verbal skills with the ability to engage diverse stakeholders.
- Technologically proficient: Confident with digital marketing tools, CRM, and data platforms.
- Inclusive and impact-driven: Culturally sensitive, committed to financial inclusion and sustainability.
- Leadership-oriented: Capable of motivating and mentoring a small team, including call center officers
- Be ready to work or travel anywhere in the country where ASA International (Rwanda) Plc has branches;
- Willing to work under pressure and ready to complete necessary jobs on time

e. Salary & Benefits:

- Market conforms salary and employment conditions.
- In-house Medical Insurance covering him/her and legal dependents as company policy
- Communication allowances as per company policy
- Monitoring allowance as per company policy
- An annual festival allowance is provided in form of a full month's gross salary to support employees in celebrating special occasions with their families.

f. Application process

Cover Letter included the candidate's expected salary; Detailed CV; copy of Degree; Work certificates from previous employers; any other document that may prove a candidate's competency to the post; Copy of ID Card.

Applications should be addressed to the Managing Director of ASA International (RWANDA) Plc located in KIGALI City, GASABO District, Plot No. – 95, NTORA Village, KG 784 St. RUHANGO Cell, Gisozi Sector, Kigali, Rwanda

Online Application to be sent to asarecruitment@asarwanda.rw with subject line mentioning **Marketing, Communication, and Sustainability Manager**. Submission of Application should be before **21st October 2025 at 5:00 PM**. Please note that only

candidates with the needed qualifications and relevant experience will be shortlisted. If you do not hear from us in 2 weeks after the deadline, know that you are not meeting our requirements.

ASA International aims to attract and select a diverse workforce, ensuring equal opportunity to everyone, irrespective of race, age, gender, class, ethnicity, disability, location, and religion. Qualified women are particularly encouraged to apply.

Done at Kigali on 07th October 2025

Signed and approved by:



Christian Salifou
Chief Executive Officer
ASA International (Rwanda) Plc

