



JOB DESCRIPTION AND PERSON SPECIFICATION

Communication and Marketing Officer

Location: Kigali, Rwanda

Commitment: Minimum 20 hours per week (at least 4 hours per day, Monday to Friday)

Reports to: Chief Operations Officer

ABOUT KOLD

Kold Tech Ltd is a Rwandan startup building sustainable cold storage solutions for post-harvest management. Our flagship Kold cooler box uses electricity-free cooling to keep fresh produce cold for more than 24 hours, helping farmers, vendors, restaurants, and food businesses reduce post-harvest losses across Rwanda and Africa.

PURPOSE OF THE ROLE

The Communication and Marketing Officer will be the voice of Kold online: growing our visibility on Instagram, Twitter (X), LinkedIn, and TikTok, generating quality leads, and helping the team turn those leads into clients, investors, and partners.

KEY RESPONSIBILITIES

- Social media and visibility: manage a content calendar across the four platforms, create engaging posts, photos, short videos, and stories, grow followers and engagement, respond to inquiries professionally, keep a consistent brand voice, and share a simple monthly performance report.
- Lead generation: turn social media attention into leads, research potential clients, investors, and partners (restaurants, hotels, vendors, cooperatives, agribusinesses, NGOs, development programs), maintain an organized lead database, draft outreach, and follow up to arrange meetings.
- Communication and brand support: draft simple marketing materials such as flyers, one-pagers, and email updates, collect photos, videos, and testimonials from the field, support events and demonstrations, and keep learning about cold chain and post-harvest management.

WHAT WE ARE LOOKING FOR

- Completed high school; training in marketing, communication, journalism, or business is an advantage.
- Fluent in Kinyarwanda and English, spoken and written; French is an added advantage.
- Available at least 20 hours per week, with flexibility for events and campaigns.
- Confident, active user of Instagram, Twitter (X), LinkedIn, and TikTok, able to create photos, captions, and short videos with a smartphone.
- Skills in graphic design, video editing, and social media analytics are desirable, as is previous experience managing social media for a business or organization.
- Excellent communication and interpersonal skills; creative, reliable, self-driven, well organized, and comfortable starting conversations with new people. Experience in sales, customer care, or community engagement is a plus.
- Genuine willingness to learn about cold chain, cold storage, and post-harvest management.

WHAT WE OFFER

A front-row seat in a growing, award-winning Rwandan startup, practical training and mentorship in cold chain and post-harvest management, real responsibility from day one, and room to grow as the company grows. Compensation is negotiable.

HOW TO APPLY

Fill out the application form at forms.office.com/r/ASt049D7Nf and send your CV and a short cover letter to info@kold.company with the subject line “Application: Communication and Marketing Officer”. Include links to social media pages or content you have created. Applications are reviewed on a rolling basis until **August 15th**.

Learn more about us at www.kold.company.