



# Terms of reference for recruitment of a Communication Officer

## I. General information

<b>Position title</b>	<b>Communication Officer</b>
<b>Location</b>	<b>RUBEYA &amp; Co – ADVOCATES, Bujumbura, Gitega &amp; Ngozi</b>

## II. Overview of RUBEYA & Co-ADVOCATES and context

RUBEYA & Co-ADVOCATES, member of DLA Piper Africa Group, is a leading law firm, with an overriding goal to work alongside clients as a trusted adviser, providing the support they need to thrive in the dynamic economic environment throughout Burundi since 2001. The firm came to fill the gap in the Burundian legal and corporate advisory market – which lacked by then internationally recognized legal advisory firms. At RUBEYA, teamwork is valued. As a fully integrated partnership, there is close cooperation among team members, which includes 14 experienced lawyers in areas such as energy and mining, Intellectual property and technology, financial services, employment advisory, corporate advisory, trade and investment reform advisory, cross border matters and projects and infrastructure services to name but a few. With a dedication to clients and commitment to excellence, the firm strives for perfection in what they do.

As a full business law firm, it provides a complete range of business legal services through our core practice areas:



In addition, the law firm also provide legal services covering below sectors:

- Energy and mining.
- Financial services.
- Intellectual Property and Technology.

Therefore, the law firm is seeking to hire a Communication Officer. The Officer will be responsible for business development and for formulating and implementing a strong internal and external communications strategy.

### III. About the position

Under the direct supervision of the Director of Operations, the Communication Officer will be responsible for the development and implementation of RUBEYA & Co-ADVOCATES' communications strategy.

More specifically, the Communication Officer will be responsible for the following tasks:

KEY ACCOUNTABILITIES	KEY ACTIVITIES
<p><b>Planning and Strategy</b></p>	<ul style="list-style-type: none"> <li>• Understand the strengths, gaps and opportunities in the firm’s approach to communications and devising action plans to effect necessary improvements.</li> <li>• Develop a comprehensive communication strategy which informs the greater Communications strategy. This includes: <ul style="list-style-type: none"> <li>• establishing communication requirements and objectives for the firm, its offices, practices, sectors and business support groups (e.g. HR, Knowledge, Learning, IT);</li> <li>• determining target audiences and ensuring messages and content are tailored appropriately;</li> <li>• determining media platforms and channels appropriate for specific communication requirements and how to best leverage these channels; and</li> <li>• determining strategies for developing and leveraging traditional media, in-house media, as well as online and social media channels.</li> </ul> </li> </ul>

<p><b>Communications</b></p>	<ul style="list-style-type: none"> <li>• Oversee and manage the daily preparation, editing and publication on internal and external newflashes.</li> <li>• Provide “best practice” communication input, as well as guidance on the presentation of written material in innovative and visibly-pleasing ways (e.g. infographics).</li> <li>• Clarify, establish and manage expectations and deadlines for the firm’s internal and external communication activities, ensuring that publication objectives and deadlines are met.</li> <li>• Ensure that content is leveraged across all appropriate communications channels.</li> <li>• Update all electronic databases across various platforms with firm’s profile and details.</li> <li>• Responsible for the management of award submissions bi-annually.</li> <li>• Project manage and produce internal staff publication – Legal Ease.</li> </ul>
<p><b>External Communications</b></p>	<ul style="list-style-type: none"> <li>• Take overall responsibility for the management and implementation of external communications initiatives in line with the Communications policy. This includes: <ul style="list-style-type: none"> <li>• <b>Client publications:</b> <ul style="list-style-type: none"> <li>• providing strategic/specialist advice on the most appropriate approach to achieve identified goals;</li> <li>• taking overall responsibility for the production and distribution of client publications;</li> <li>• ensuring the content is leveraged across all appropriate communication channels; and</li> <li>• evaluating audience/internal client satisfaction ratings and effecting improvements if necessary.</li> </ul> </li> <li>• <b>Public relations:</b> <ul style="list-style-type: none"> <li>• Implement the agreed PR strategy.</li> <li>• Take complete responsibility for PR in support of events.</li> <li>• Identify and recommend PR opportunities for the practice areas, e.g. change in legislation in order to increase their media coverage and profiles.</li> <li>• Review the copy written by either the lawyer or the PR writer, checking the messaging and compliance with the writing style guide.</li> <li>• Assist with the placement of articles and press releases produced.</li> <li>• Handle PR enquires directed at the firm.</li> </ul> </li> <li>• <b>Awards and directory profiles:</b> <ul style="list-style-type: none"> <li>• ensuring the firm is appropriately represented in identified directories and legal rankings by booking, drafting, submitting and approving firm profiles; and</li> <li>• ensuring that the awards won by the firm as well as its rankings in selected directories are communicated internally and externally where appropriate and relevant.</li> </ul> </li> </ul> </li> </ul>
<p><b>Internal Communications</b></p>	<ul style="list-style-type: none"> <li>• Steer the firm’s internal communication initiatives to ensure a systematic approach that will: <ul style="list-style-type: none"> <li>• raise awareness of and support for the firm’s vision, mission and values;</li> <li>• enhance the development of the firm’s culture;</li> <li>• facilitate knowledge sharing;</li> <li>• encourage cross-referrals and collaboration among offices, practices and sector groups; and</li> <li>• provide a platform for two-way communication.</li> </ul> </li> </ul>

<b>Projects</b>	<ul style="list-style-type: none"> <li>• Drive the conceptualisation, development and delivery of special communications-related projects in support of the firm’s strategic priorities.</li> <li>• Play an active role in fostering key relationships with project stakeholders and coaching/mentoring team members on longer term project initiatives.</li> </ul>
<b>Relationship Building</b>	<p><b>Internal</b></p> <ul style="list-style-type: none"> <li>• Develop key relationships with sector heads and key spokespeople in the firm in order to generate more media coverage for their expertise.</li> <li>• Develop and maintain relationships with all levels of staff as a trusted resource.</li> <li>• Maintain strong working relationships with and have open and transparent communication between all members of the team.</li> </ul> <p><b>External</b></p> <ul style="list-style-type: none"> <li>• Develop and maintain relationships with external vendors to ensure service delivery of a high quality.</li> <li>• Build relationships with the social media to ensure they use our key spokespeople when writing articles.</li> </ul>
<b>Writing</b>	<ul style="list-style-type: none"> <li>• Responsible for writing content appropriate for a broad range of communication channels and audiences (New partner announcements, awards and ranking announcements).</li> <li>• Assist with translating core messages and legal concept into clear language that can be understood by non-legal professional audiences.</li> </ul>
<b>Proofreading/Editing</b>	<p>Accountable/assist with proofread and edit copy for publication across a variety of media channels (including marketing collateral) to ensure it is clear, grammatically correct and adheres to the firm’s writing style guide.</p>
<b>Management and Leadership</b>	<ul style="list-style-type: none"> <li>• Manage project team’s performance to ensure delivery.</li> <li>• Give regular, comprehensive and constructive feedback to project team.</li> <li>• Proactively seek feedback from project team members and deal constructively with any criticism.</li> <li>• Adjust management style to get the best from the individuals within the project team.</li> <li>• Delegate work to project team members taking into account their capacity, level of skill and exposure to different types of work and complexity; provide clear instructions and direction, with reasonable deadlines.</li> </ul>

## IV. Competences

- Experience in innovative in communications using new approaches.
- Integrity, commitment and respect for diversity.
- Skills in human relations management, communication, public relations.
- Analytical and strategic thinking skills and results orientation.

## V. Knowledge and skill requirements

### ESSENTIAL

#### Education:

- A university degree in communications, marketing or other related studies.

#### Language:

- Demonstrated high proficiency in English (reading, writing and speaking).

#### Experience and abilities:

- A minimum of two-year working experience as a communication officer or any other related positions.
- Strong digital and offline communication skills.
- Strong communication and interpersonal skills.
- Strong organisational and programmatic skills.
- Able to work with graphic designer.
- Able to take initiative and work well independently and as part of a team.
- Demonstrate teamwork skills.

#### Technical skills:

- Fluency in managing social media platforms (Facebook, Twitter, YouTube) and other related supporting applications, including their analytic platforms.
- Fluency in managing and maintaining Wordpress-based website, including basic knowledge of HTML language.
- Expertise on Facebook advertising, Google Adwords and other communication channels.
- Skill in computer equipment (computers, printers, scanners, photocopiers).
- A minimum knowledge of developing technologies and their application will be an added value.

## VI. Submission

Applications should include a CV, a covering letter (no more than 1000 words), a curriculum vitae (no more than three pages) and be submitted to the following e-mail address [recrutement@rubeya.bi](mailto:recrutement@rubeya.bi) and/or [infos@rubeya.bi](mailto:infos@rubeya.bi) no later than February 04, 2025 5:00 PM Burundi Time.

***Women candidates are strongly encouraged to apply to the mentioned position.***