

AMERICANO EDUCATION

www.americanoeeducation.com

Part-Time Marketing Officer

Location: Kigali and Online

Reports To: General Manager

Employment Type: Part-Time

Work Days: Monday, Wednesday, Friday

Hours: 20 hours per week (flexible schedule; some weekend/outreach availability required)

Start Date: As soon as possible

Compensation: Competitive base salary + commission from sales + outreach allowance (as agreed)

Probation Period: 3 months

Contract: Opportunity to move into a minimum 1-year contract upon successful completion of probation

Job Summary

We are seeking a **creative, organized, and tech-savvy Part-Time Marketing Officer** to lead campaigns that grow brand awareness, generate leads, and boost enrolments for **Americano Education's programs**—especially in language learning, career training, and international education services.

This position is **flexible and mostly remote**, with activities carried out **online and in the field**. It requires **no regular office hours**, unless otherwise requested. The ideal candidate is **self-motivated**, works independently, and delivers **measurable marketing results** through both digital content and community outreach.

Key Responsibilities

1. Plan and execute multi-channel marketing campaigns (social media, email marketing, digital ads, events).
2. Create, edit, and publish videos and graphics for YouTube, Instagram, TikTok, Facebook, and LinkedIn.
3. Manage YouTube channel uploads with optimized SEO tags, titles, and thumbnails.
4. Design and schedule daily social media posts, ensuring timely engagement.
5. Respond to social media interactions and client messages promptly.
6. Conduct live stream sessions periodically to interact with prospective clients.
7. Collect and post student testimonials, event highlights, and success stories.
8. Monitor lead generation from online efforts and outreach campaigns.
9. Prepare and submit weekly/monthly performance and analytics reports.
10. Collaborate with content creators to maintain consistent brand messaging.
11. Assist in running Google Ads and Facebook/Instagram Ads campaigns.
12. Stay updated with current marketing trends, tools, and strategies.
13. Represent Americano Education at events, community fairs, and promotions.
14. Attend operational and coordination meetings online.
15. Design posters, flyers, and simple visuals using Canva or similar tools.
16. Visit schools, churches, centers, and markets to promote programs.
17. Submit printed proposals and promotional materials to potential partners.
18. Organize and support info sessions, mini events, or webinars.
19. Meet prospective students and families in person to encourage registration.
20. Collect feedback from outreach activities to improve strategy.
21. Coordinate with local influencers and community leaders to boost visibility.

Key Performance Indicators (KPIs)

- Number of qualified leads generated (online + offline).
- Growth and engagement rates across social media channels.
- Lead-to-enrollment conversion rates.
- Quantity and quality of content posted (videos, visuals, posts).
- Participation and feedback from live streams and events.
- Frequency and quality of outreach reports submitted.
- Number of partnerships, referrals, and proposals submitted.

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Qualifications

- Minimum: High School Diploma.
- Marketing experience is **not required but preferred**.
- Must be **trainable** and open to learning new skills.
- Strong ability to work **independently with minimal supervision**.
- Fluent in **English** (spoken and written); **Kinyarwanda and French** are added advantages.
- Must be **self-disciplined, professional, and responsive**.

Ideal Candidate Profile / Target

- University students in **business, marketing, communications**, or related fields.
- Recent graduates seeking **entry-level marketing experience**.
- Individuals with a passion for **education, youth development**, and creative outreach.
- Social media-savvy individuals with an interest in **content creation and outreach**.
- Ready to **grow long-term** with the organization and commit to a full contract post-probation.

Preferred Skills

- Basic **video editing** (e.g., CapCut, Canva Video).
- Basic **photo editing** and flyer/post design (e.g., Canva).
- Familiarity with **AI tools** like ChatGPT for copywriting and planning.
- Social media scheduling, posting, and **community engagement**.
- Interest and ability to **host or support live streams**.
- Understanding of **social media trends, hashtags, and metrics**.

Benefits

- Flexible **20-hour workweek** on selected days.
- **Transport and communication allowance** for outreach efforts.
- Access to **professional development**, marketing training, and tools.
- **Certificate of experience** or reference letter after completion.
- Career progression into **longer-term employment** opportunities.
- Hands-on experience in **education marketing** and digital campaigns.

Work Conditions

- **No office time required** unless specifically requested.
- Primary duties are conducted **remotely and on-site** (outreach).
- Must follow Americano Education's **dress code** and **code of conduct** during work.
- Must be able to attend online team meetings when scheduled.

Application Method

Interested candidates should send the following to hello@americanoeducation.com:

- Updated **CV/resume**
- Recent **passport-sized photograph**
- **Education certificates** (if available)
- **Short video (1–2 minutes)** introducing yourself and explaining your interest

For questions:

WhatsApp (no calls): +250 787 848 0594