



***Towards sound entrepreneurship in Rwanda***

# HEAD OF IMPACT AND COMMUNICATION

Open Position

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Applications are ongoing

Location  
**Kigali**

**Are you a visionary leader ready to shape the future of entrepreneurial success? At BPN Rwanda, we're on a mission to empower businesses through our dynamic business development services. As the Director of Administration, Human Resources, and Finance, you'll play a pivotal role in driving operational excellence and innovation. If you're passionate about making a profound impact in a forward-thinking organization, apply now and be part of our journey to transform the entrepreneurial landscape.**

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## ◆ **ABOUT BPN**

BPN stands for Business Professionals Network. It is a Swiss non-profit organization that strives to support the development of Small and Medium-sized Enterprises (SMEs), in order to create jobs and fight poverty. BPN provides Coaching, Capacity building as well as networking opportunities to SMEs so they can grow their businesses sustainably.

## ◆ **JOB OVERVIEW:**

The Head of Impact & Communications plays a pivotal role in driving BPN Rwanda's mission by strategically leading two core functions: Monitoring & Evaluation (M&E) and Marketing & Communications. This role ensures that BPN captures, analyzes, and communicates the measurable impact of its entrepreneurial development services, and tells compelling, data-driven stories to key stakeholders. The ideal candidate combines strong analytical acumen in M&E with the creativity and clarity of a seasoned communications strategist.

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# Key Responsibilities

## 1. Strategic Leadership (20%):

- Provide vision and direction for the integration of M&E and Communications, ensuring alignment with BPN's mission and strategy.
  - Champion a culture of evidence-based decision making and impact-driven communication.
  - Serve as a thought partner to the Country Director and contribute to strategic planning, fundraising, and positioning of BPN Rwanda.
  - Represent BPN in relevant national and international forums related to impact and communications.
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## 2. Monitoring, Evaluation, Learning & Impact (35%):

- Lead the design and implementation of robust M&E systems, tools, and frameworks (e.g., Theory of Change, KPIs, logical frameworks).
  - Gather market insights to inform BPN programming
  - Publish public reports showcasing BPN's impact
  - Oversee data collection, analysis, and reporting processes to measure program performance and outcomes.
  - Support strategic research initiatives and ecosystem assessments to inform program design and policy positioning.
  - Collaborate with internal teams and external stakeholders to capture learning, feedback, and insights.
  - Produce timely impact reports and ensure all M&E activities are compliant with donor and national standards.
  - Guide and mentor the M&E team (officer and junior) to build capacity and improve performance.
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## 3. Communications & Marketing (30%):

- Ensure all external communication is grounded in evidence and impact, and tailored to relevant audiences (donors, entrepreneurs, partners).
  - Oversee marketing campaigns to promote BPN services, events, and entrepreneurial success stories.
  - Manage relationships with media, creative agencies, and communications service providers.
  - Strengthen internal communications to improve information flow and team cohesion.
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# Key Responsibilities

## 4. Team Management & Capacity Building (10%):

- Supervise and coach a cross-functional team, including M&E and Communications staff.
  - Conduct performance reviews, identify training needs, and provide opportunities for professional development.
  - Foster collaboration, innovation, and high performance across the team.
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## 5. Risk, Compliance & Quality Assurance (5%):

- Ensure ethical standards in research, communications, and data management.
  - Monitor risks and ensure mitigation strategies are in place across M&E and communications functions.
  - Establish protocols for quality assurance in reporting and messaging.
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# Skills, Qualifications, and Experience

## Education

- Master's or bachelor's degree in Monitoring & Evaluation, Development Studies, Communications, Marketing, Economics, Statistics, or related fields.

## Experience

- At least 7 years of experience in M&E, communications, or a combination of both, with a minimum of 3 years in a leadership role.
- Proven experience in managing teams, developing M&E frameworks, and leading impact communication strategies.
- Experience working in the entrepreneurial ecosystem or development sector is an added advantage.

## Attitude

At BPN we expect every employee to proactively practice, nurture and strengthen the following key aspects of his or her working attitude:

- Have a learning attitude and be the driver of your own development process
- Be an active listener
- Be an entrepreneur centric
- Strive to perform and deliver beyond strict job content with a high ownership

## Attitude

Knowledge of different evaluation methodologies, including quantitative and qualitative research techniques

- Familiarity with impact evaluation frameworks like the Theory of Change, Results Frameworks, and Logic Models.
- High understanding of the challenges and dynamics of entrepreneurship and business development services
- Strong analytical skills and high data-driven decision-making skills
- Excellent verbal and written communication skills in English, Kinyarwanda and French would be an added advantage.
- Excellent writing and presentation skills.
- A team player with good interpersonal skills.
- Sound problem solving and decision-making skills.
- Demonstrate solid work ethics
- Good leadership and management skills
- Good project management skills

## Other competencies:

- Strong knowledge of M&E tools, data analysis software, and reporting systems
- Excellent verbal and written communication skills in English; Kinyarwanda and French are a plus
- Strong storytelling, branding, and stakeholder engagement capabilities
- High-level analytical and strategic thinking
- Confident project management and leadership skills
- Empathetic team leader with a collaborative mindset



**Application Link**  
**Click here**

Applications are on a  
rolling basis

Please note that due to high demand, only shortlisted candidates will be contacted.