



The African IXP Association
Kigali, Rwanda
<https://af-ix.net>

Call for Applications

Communications Manager

Submissions

jobs@af-ix.net

Deadline

May 11th, 2025

The African IXP Association is hiring!

Are you passionate about Internet infrastructure and want to make an impact on Africa's digital landscape? The African IXP Association (AFIX) is seeking dynamic and motivated individuals to help us promote the growth of the region's interconnection & content ecosystem.

AFIX is a non-profit membership-based organisation that works to promote industry development through collaborative activities and high-impact events like the African Peering & Interconnection Forum (AfPIF), an annual conference that attracts over 400 attendees to a different country each year. To learn more about AfPIF, visit <https://afpif.org>.

The AFIX membership is composed of Internet exchange point (IXP) operators which facilitate large-scale network interconnection and traffic exchange, thereby creating a source of fast, local, cost-effective bandwidth.

AFIX is a registered Community Benefit Company (CBC) in Rwanda. To learn more about the association and its recent activities, visit <https://af-ix.net>.

Role Description

The Communications Manager plays a key role in shaping and executing strategies to engage the regional Internet community, elevate the visibility of AFIX initiatives, and contribute to the ongoing success of the African Peering & Interconnection Forum (AfPIF). This position reports to the Executive Director and collaborates closely with the Logistics Manager, Fundraising Manager, and other key stakeholders.

The Communications Manager will design and implement a comprehensive communications strategy, create compelling content, and distribute it across relevant channels. They will work alongside technical consultants and service providers to develop and maintain the AFIX and AfPIF websites, ensuring alignment with the organization's brand and messaging. The Communications Manager will also lead outreach activities, strengthen stakeholder engagement, and drive awareness to amplify AFIX's mission and impact across the continent.

This is a part-time role that typically requires one day per week between September and March after which the workload gradually increases to four days per week by June until the AfPIF event takes place. Travel is required twice per year: One week in October or November for the AfPIF site survey, and one week in August for the AfPIF event itself.

Location

This role can be performed remotely from any location except when physical presence is required (e.g. to conduct AfPIF site surveys and to attend the AfPIF event itself).

Responsibilities

1. **Strategy & Planning:** Develop and implement communication strategies to engage the regional Internet community and promote AFIX and AfPIF.
2. **Website Development & Maintenance:** Collaborate with technical consultants and service providers to develop, update, and maintain the AfPIF and AFIX websites.
3. **Social Media & Public Relations:** Manage social media channels, monitor engagement, and coordinate media relations to enhance AFIX and AfPIF's visibility.
4. **Content Creation & Management:** Develop compelling written, visual, and multimedia content for newsletters, press releases, blogs, social media, and websites.

5. **Event Promotion:** Manage outreach and communication efforts for AfPIF, ensuring attendees and stakeholders receive timely and relevant information.
6. **Mailing List Management:** Maintain and oversee AFIX's mailing lists, including the members-only list, to facilitate effective communication and community collaboration.
7. **Brand & Messaging Consistency:** Ensure all communications align with AFIX's mission, values, and brand identity.
8. **Stakeholder Engagement:** Maintain strong relationships with industry partners, sponsors, and key stakeholders to facilitate effective communication and collaboration.
9. **Fundraising Support:** Collaborate with the Fundraising Manager to develop visually engaging and persuasive proposals, brochures, and other materials that support fundraising efforts for AFIX and AfPIF.
10. **Crisis Communication:** Develop and execute communication strategies for handling public relations challenges and crisis situations effectively.
11. **Measurement & Reporting:** Track communication performance metrics, analyze engagement data, and provide insights for continuous improvement.

Qualifications

The ideal candidate is a skilled communications professional with experience in public relations, digital marketing, and stakeholder engagement within the nonprofit and/or technology sectors. They should have a strong track record of crafting compelling messaging, managing websites and mailing lists, and coordinating communication strategies for large events or community-driven initiatives:

- Fluent in written and verbal English.
- At least 3 to 5 years of experience in communications, marketing, or public relations, preferably in the tech, nonprofit, or event management sectors.
- Strong writing, editing, and storytelling skills with the ability to craft clear and engaging messages for diverse audiences.
- Experience managing websites and working with technical consultants or developers to maintain and update related systems and content.

- Familiarity with social media management and digital marketing strategies.
- Experience with graphic design and/or multimedia content creation.
- Proficiency in managing mailing lists and email marketing platforms.
- Excellent organizational and project management skills, with the ability to manage multiple priorities and deadlines.
- Attention to detail and ability to maintain consistency in branding and messaging.
- Strong interpersonal and collaboration skills, with experience engaging stakeholders and external partners.

Candidates with the following qualifications will be preferred:

- Experience in the Internet or technology sector.
- Fluency in French, Arabic, and/or another regional language.
- Working knowledge of CMS platforms (e.g. Drupal, WordPress) and basic HTML.
- Experience with donor or sponsorship communications.

Remuneration

This role will be performed on a contract basis. Our budget provides for a payment of \$1,000 per month (net) plus coverage for approved expenses including travel related to AfPIF.