1. INTRODUCTION

NUDOR is a National Union of the Disability Organizations of Rwanda that has been established as a civil society organization on 17th September 2010; and currently it has thirteen (13) member organizations of Persons with Disabilities. Through its activities, NUDOR aims to ensure that the practical needs of persons with disabilities at personal and institutional levels are fully addressed. NUDOR’s vision is a society where persons with disability enjoy the same human rights and opportunities as other citizens. NUDOR’s mission is to serve as a platform for organizations of Persons with Disabilities, to share their experience, to express their views and to support them in strengthening their capacities and achievements. To perform its activities and achieve set objectives, NUDOR has various projects to implement including that named “Promotion of anti-discrimination practices for persons with disabilities in Rwanda”.

2. BACKGROUND OF THE PROJECT

NUDOR in partnership with Christian Blind Mission (CBM) is implementing this project titled: “Promotion of anti-discrimination practices for Persons with Disabilities in Rwanda” to strengthen and expand the advocacy work and capacity building in the area of inclusion and full participation of persons with disabilities. It is a 4 years project which started in 2019 to 2022 and it is funded by the BMZ (Federal Ministry of Economic Cooperation and Development in Germany). This project is implementing at National level and in 5 districts namely: Kicukiro in Kigali City, Ngoma in the Eastern Province, Gisagara in the Southern Province, Nyamasheke in the Western Province and Burrea in Northern Province.

3. BACKGROUND TO THE BLOG

3.1. A Blog

A blog (shortening of “weblog”) is an online journal or informational website displaying information in the reverse chronological order. It is a platform where a writer share views on a subject. The content of a blog typically includes text, pictures, videos, animated GIFs and even scans from old physical offline diaries or journals and other hard copy documents.

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3.2. A Blogger of the NUDOR

For the NUDOR, a blogger is position designed to improve the social communication in the project, in the established local platforms and promote exchange of information, results achieved and lessons learned. This person with an editorial or content writer experience, will filter regularly published material to its usefulness for the target group and produce bright stories and information for the NUDOR and its stakeholders and also for the five local platforms established. The aim is to increase the national interest in these platforms as well as the number of the users significantly, this in turn will strengthen the working the platforms and subsequently by an increased social awareness the lives of people with disabilities.

4. HIRING A BLOGGER (Part-time staff)

NUDOR is looking for talented Blogger to generate the content for its blog. The Blogger will research topics and develop interesting posts that will appeal to the target audience and promote the blog using social media, direct email, and other methods to alert and expand our project activities. She/He should be a skilled, tech-savvy writer who can create appealing, insightful posts that will reach and grow our audience. She/He will work 40 Hours in a month. The way those hours will be dispatched in a month will be discussed and agreed upon between the hired blogger and the NUDOR authority.

1.1. Blogger key Responsibilities

- Generating, researching, and pitching ideas for posts.
- Writing, editing, publishing, and promoting content.
- Promoting new posts using advertisements, emails, social media, and other methods to alert and attract readers.
- Advocating and educating others about interests, products, or services.
- Maximizing site traffic by utilizing Search Engine Optimization keywords.
- Inviting other bloggers, experts, or other notable guests to contribute content to the webpage.
- Monitoring responses to posts via the website, social media, or other platforms to better understand the audience.
- Work closely with NUDOR IT to update news at NUDOR web site
- Staying current on project objectives for possible opportunities to attract new readers or create stronger, more engaging content.

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1.2. Blogger Requirements

→ Bachelor's degree in Communications, Public relations, Marketing, IT, English, or related field,
→ At least 3 years of professional working experience in fields related to this scope of work
→ Writing experience or familiarity with certain interests or a specific field,
→ Exceptional writing, research, and communication skills.
→ Creativity and adaptability,
→ Strong understanding of the target audience and project tendencies,
→ Proficiency with computers, especially content management software, social media platforms, MS Office, and SEO keywords, basic understanding of HTML.

2. Additional Information

Location: NUDOR head quarter and sometimes going to the field in 5 districts (Ngoma, Kicukiro, Nyamasheke, Gisagara and Burera) to collect data and information. Contract Duration is 1 year that can be renewable. Desired start date is April, 2020.

3. How to apply:

Interested applicants shall send their applications document composed by the motivation letter, CV and copy of the degrees and certificates obtained. Hard copies will be sent to the headquarters of the NUDOR or soft copies will be sent to the email of NUDOR by March 06th, 2020 at 02pm. Note: Only shortlisted candidates will be contacted.

Address of the NUDOR:

NUDOR HEAD OFFICE
KK 335 ST, Niboye Cell, Niboye Sector,
ES NUDOR: (250) 788400063
PROJECT MANAGER: (250) 788541106
Website: www.nudor.org
EMAILS: nudor2010@gmail.com
bmzproject@nudor.org

Done at Kigali on 18th February 2020

NSENзиYUMVA J. Damascene
EXECUTIVE SECRETARY

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