



# *Job Description*

## MULTIMEDIA/SOCIAL MEDIA OFFICER

### **JOB SUMMARY**

The incumbent plays a key role in supporting the design and maintenance of dynamic, user-friendly websites and social media platforms, integrating diverse multimedia elements for a compelling user experience.

### **DUTIES AND RESPONSIBILITIES**

- Assists in the development of digital content, including graphics, videos, and written posts for social media, websites, and email campaigns.
- Helps manage social media accounts, including scheduling posts, engaging with followers, and analysing performance metrics.
- Aids in the project implementation of traditional and new media initiatives, focusing on effective content preparation, presentation, and prompt specification updates.
- Assist in the development and implementation of Communications initiatives .
- Help create and distribute email newsletters and marketing campaigns .
- Monitors and reports on digital campaign performance, providing insights and recommendations for improvement.
- Stays informed about current digital media trends and suggests new ideas for digital media strategies .
- Performs any other related duties

### **KNOWLEDGE, SKILLS AND ABILITIES**

- Familiarity with social media platforms (e.g., Facebook, Twitter, Instagram, LinkedIn) and management tools (e.g., Hootsuite, Buffer).
- Basic knowledge of graphic design and video editing
- Basic understanding of website management and SEO principles
- Strong writing and editing skills.
- Excellent organizational and project management skills, with the ability to prioritize tasks effectively.
- Ability to work collaboratively in a team environment .

### **MINIMUM EXPERIENCE AND TRAINING**

- Minimum of Two (2) years of experience in multimedia design, and social media processes.
- Training as evidenced by a recognised University degree in Communications, Marketing, Multimedia, Digital Media, or a related field.
- Any suitable combination of experience and training