



Position: Communications & Social Media Coordinator

Reports to: Chief Communications Officer

Authorized by: CEO

Effective: June 2022

Overview:

The Communications & Social Media Coordinator reports to and works closely with the Chief Communications Officer (CCO) in effectively executing the day-to-day responsibilities of the organization's Communications Department including but not limited to internal and external communications, marketing, public relations and social media management. S/he plays a pivotal role in supporting the CCO in achieving the goals of the department and the wider organization by efficiently completing assigned tasks and administrative duties. S/he is also responsible for monitoring and maintaining the organization's social media pages and presence.

Job Responsibilities:

General Duties:

- Assist the Chief Communications Officer with all duties related to the successful running of the Communications Dept.
- Work with the CCO to produce digital and electronic marketing assets, including but not limited to, newsletters, blog posts, social media posts, videos, and promotional photography.
- Prepare on-brand graphics for social media and internal communications notices.
- Liaise with Department Heads monthly to collect relevant info for all internal and external communications and social media posting.
- Maintain an accurate and centralized events and programs calendar for the department.
- Schedule and organize interviews, meetings and activities as needed.
- Attend events on and off campus as assigned representing the organization and collecting photos, information, and videos relevant to the department's needs.
- Participate in assigned campus tours and take pr photos and videos.
- Produce copy for marketing and promotional collateral, including but not limited to brochures, annual reports, press releases, editorial copy, articles newsletters and signage as assigned.
- Proof and edit copy and artwork for errors ensuring the highest integrity and brand standards are enforced.
- Create proposals, power point presentations and reports as needed.
- Assist with the development and implementation of innovative and creative communications, pr, marketing and social media campaigns for the organization and its social enterprises and show measurable results.
- Participate in creative brainstorming, market research, and strategic planning activities.
- Assist with organizing and coordinating community, campus, media and publicity events.
- Maintain and manage segmented contact and email databases.
- Oversee the inventory and logs of all department equipment including audio/visual equipment.
- Communicate with vendors and service providers and deliver status updates on outsourced jobs and projects.
- Coordinate department purchases and ordering, including the submission of invoices for payment once approved.
- Any other duties assigned by the CCO.

Social Media:

- Collaborate with Chief Communications Officer to create and manage social media calendars, curate, and execute timely publishing of content.
- Create monthly campaigns, and content for posting across social media channels ensuring a unified, on- brand voice and compliance with brand standards across all social media channels.
- Interact with users across social media platforms and respond to messages, inquiries, and comments.
- Assist in the development, launch and management of social media marketing and influencer marketing strategies.
- Monitor social media channels for industry trends and innovative strategies to increase the organizations' social media presence and visibility.
- Provide insights and observations on best practices and opportunities to increase brand exposure and organizational awareness across social media platforms while improving engagement and contributing to audience growth.
- Engage in active research and provide recommendations and comparison reports on most effective and affordable social media publishing, and email marketing software and tools.
- Review website and social media analytics and create reports on social media key metrics.
- Any other duties assigned by the CCO.

Qualifications / Skills:

- Must possess a degree in Communications, Marketing, Journalism, Social Media Management or related field or equivalent work experience. Certification in digital marketing, SEO, social media management, or email marketing etc. is a plus.
- Excellent written and oral communication, copywriting, pr writing and copy-editing skills.
- Proficient in Microsoft Word, PowerPoint, Excel and Canva.
- Demonstrable experience in using social media as part of an integrated marketing approach to increase audience engagement and growth.
- Ability to manage profiles across multiple social media channels as well as curate brand appropriate, creative content for (but not limited to) Instagram, Facebook, Twitter, YouTube, LinkedIn, and Tick Tock.
- Experience with major social media platforms and social media management software and tools.
- Basic digital photography and graphic design skills. Experience in video editing is a plus.
- Must be detail-oriented with the ability to multitask, and work effectively in a fast-paced environment and meet criteria and deadlines with accuracy.
- Must have a positive disposition, “can do” attitude and good interpersonal skills.
- Must be a self-motivated team player with the ability to “own a task,” and drive results whether working individually or within a team.
- Must be well groomed and a highly organized individual with exceptional administrative skills and an eye for detail.

Eligibility:

- Must be a citizen of The Bahamas, currently living on or willing to immediately relocate to Eleuthera.
- Resumes or CVs must be emailed to resumes@onecleuthera.org with the candidate's name and desired position in the subject line. E.g., Sarah Smith – Communications & Social Media Coordinator.
- Deadline: June 24th, 2022