



## POSITION DESCRIPTION

<b>POSITION TITLE:</b>	<b>DATE:</b>
Communications and Social Media Coordinator	28 <sup>th</sup> November 2022
<b>REPORTS TO:</b>	<b>APPROVED BY:</b>
Chief Communication Officer	Chief Operating Officer
<b>JOB OVERVIEW</b>	
<p>The Communications and 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 assisting with populating, monitoring and maintenance of the organization’s social media pages and website.</p>	
<b>KEY DUTIES AND RESPONSIBILITIES</b>	
<p><b><u>Key Duties and Responsibilities</u></b></p> <ul style="list-style-type: none"> <li>• Assist the Chief Communications Officer with all duties related to the successful running of the Communications Dept. including administrative duties.</li> <li>• 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.</li> <li>• Liaise with Department Heads to collect relevant info for all internal and external communications and social media posting.</li> <li>• Schedule and organize interviews, meetings and activities as needed.</li> <li>• Distribution of local and National PR articles and news pieces.</li> <li>• Attend events on and off campus as assigned representing the organization and collecting photos, information, and videos relevant to the department’s needs.</li> <li>• Participate in assigned campus tours and take PR photos and videos.</li> <li>• Produce copy for marketing and promotional collateral, including but not limited to brochures, the website, annual reports, press releases, editorial copy, articles, newsletters and signage as assigned.</li> <li>• Proof and edit copy and artwork for errors ensuring the highest integrity and brand standards are enforced.</li> <li>• Assist with the creation of proposals, power point presentations and reports as needed.</li> <li>• Assist with organizing and coordinating community, campus, media and publicity events.</li> <li>• Maintain and manage segmented contact and email databases.</li> <li>• Manage posting, content scheduling and customer responses for all social media channels.</li> <li>• Prepare graphics for social media posts and internal notices.</li> <li>• Any other duties assigned by the CCO.</li> </ul>	
<b>KNOWLEDGE &amp; REQUIRED SKILLS</b>	
<p><b><u>Core Skills Specific to Post</u></b></p> <ul style="list-style-type: none"> <li>• Must possess a degree in Communications, Marketing, Journalism, Social Media Management or related field or have equivalent work experience. Certification in digital marketing, SEO, social media management, or email marketing etc. is a plus.</li> </ul>	

- Excellent written and oral communication, copywriting, pr writing and copy-editing skills.
- Proficient in Microsoft Word, PowerPoint, Excel and Canva.
- 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.

**Additional Skill Required for Post:**

- Strong verbal and written communication skills, and ability to confidently interact with individuals at all levels.
- Capable of skillfully using job-specific smart devices & electronics.
- Strong Organizational, Writing & Critical thinking skills.
- Computer literacy with proficiency in Word, Excel, Outlook, Power Point, Publisher, Canva,
- Efficient while maintaining a high level of accuracy and attention to detail.
- Organized, systematic and able to prioritize, schedule and perform complex tasks on time and with minimal supervision.
- Able to maintain confidentiality; demonstrate sound judgement and discretion.
- Ability to liaise with other departments to achieve a common goal.
- Proven ability to work well within a team.
- Self-motivated and results oriented.
- Understanding and appreciation for the Core Values & Mission of OEF/CTI

**EXPERIENCE & QUALIFICATIONS**

**Education:**

- Associate or Bachelor Level Degree in Communications, Graphic Design or related field.
- Proficiency in English Language (Written & Verbal)

**Experience**

- At least two (2) Years experience in the area of Communicators and/or Graphic Design would be advantageous to the role.

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**Acknowledged and agreed by:**

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**Date:**