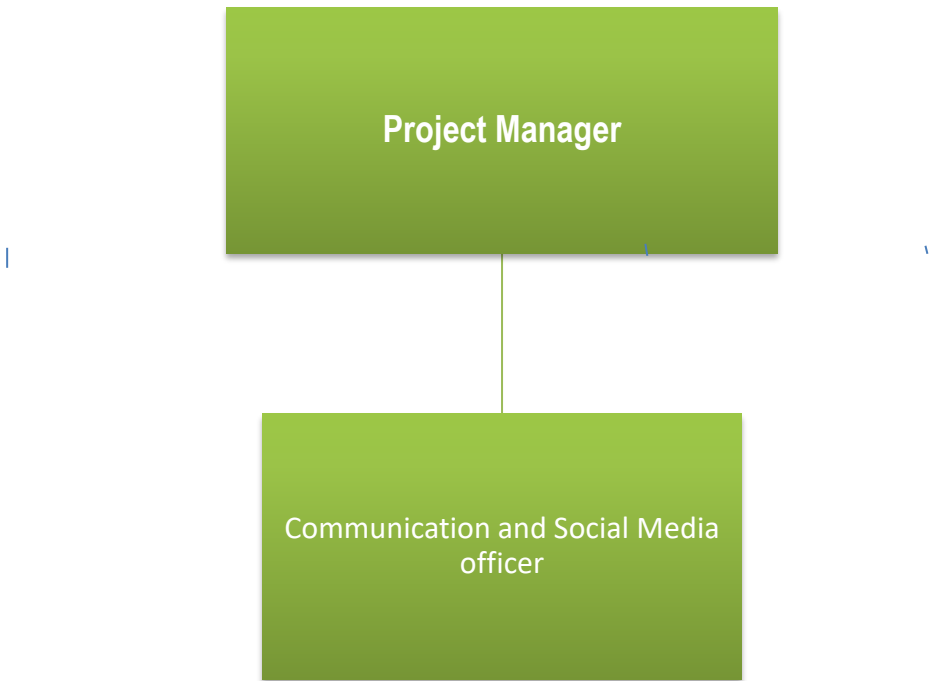


<b>Position Name (Title) :</b>	<b>Communication and Social Media officer</b>	<b>Position Level:</b>	8
<b>Reporting to (Title) :</b>	<b>Project Manager</b>	<b>No. of Direct Reporters:</b>	NA
<b>Version:</b>		<b>Sector /Department/Section:</b>	

**Position Reporting Lines**



**Main Job Purpose**

Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification

**Objectives**

- Manage the Social Media Channels of the Project
- Lead the communication between the project and the digital marketing agency.
- Produce online and offline designs aligned with project standards
- Moderate all user-generated content in line with the moderation policy.
- Manage all marketing materials related to the project.

## Accountabilities

1. Developing Communication Strategy.
2. Review communication Targets on quarterly basis based on project needs and priorities.
3. Solid knowledge and experience using photoshop. And familiar with using (In-design, illustrator, and Acrobat,) is an asset.
4. Knowledge of content writing that builds meaningful connections and encourages community members to take action.
5. Selecting, Managing and Monitoring an Agency.
6. Focal point of communication between the project and the digital marketing agency.
7. Reporting Targets and Indicators of Comm. to project Management.
8. Coordinating with donors and main partners for approvals.
9. Optimizing marketing campaigns, including email marketing, social media and digital advertising
10. Measure and report performance of all digital marketing campaigns.
11. Contributes to Brand strategy development by being responsible on the online presence.
12. Manage the social media pages and handlers.
13. Creating and developing all the content for the online marketing
14. Lead execution of plans & activities including customized offerings.
15. Coordinate, prepare initiative marketing activities and briefs.
16. Develop user insights. Translate insights into opportunities within specific user channels.
17. After Activity Review to be done & learning shared for all major customer/channel activities
18. Ensure all social media inquiries are responded to on time.
19. Develop project newsletter and any needed marketing content.

## Position Relationship with Other Parties

<u>Internal Relationship</u>	<u>External Relationship</u>
<ul style="list-style-type: none"><li>• Other project teams</li></ul>	<ul style="list-style-type: none"><li>• Vendors</li><li>• Main Partners</li></ul>

## Working Environment

The position follows the normal working environment of the organization.

Indoor: 70%

Outdoor: 30%

Working Hazard: Low

Working Days: 5 days

Days Off: 2 days

Working Hours: 8 hours

## Position Dimensions

POSITION DIMENSION	
Level of Authority	Execute Assigned Duties
Budget Control	Administering a Budget for a Supporting Function
Budget Amount	No Budget Control
Hiring Authority & Promotion	Does not Coach New Employees
	Does Not Supervise Employees
	Does not Participate in the Promotion Cycle
	Does not Approve Hiring New Employees
Consequence of Error	Impact Own Tasks

## Job Requirements

<b>Education:</b>	<ul style="list-style-type: none"> <li>Bachelor's degree from a reputable University</li> </ul>
<b>Experience:</b>	<ul style="list-style-type: none"> <li>BS/MS degree in marketing or a related field.</li> <li>+3 years of proven experience in digital marketing/ social media.</li> <li>Agency background is a must.</li> <li>Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate.</li> <li>Strong analytical skills and data-driven thinking</li> </ul>
<b>Computer Skills</b>	<ul style="list-style-type: none"> <li>In-design, QuarkXPress, Freehand, Illustrator, Photoshop, 3Ds Max, Acrobat, Director, Dreamweaver and Flash.</li> </ul>
<b>Languages:</b>	<ul style="list-style-type: none"> <li>Perfect command of English.</li> </ul>

### TawarWghayar social media scope of Work

- Outreach (Youth, Companies and Job Seekers)
- Publicity and Promotion (Partnerships, Advocacy, Government, Media)

## Target Audience

Target Audience	Primary Channels	Secondary Channel
Youth	Instagram, Tik Tok	FB, Twitter
Companies	LinkedIn	
Job Seekers	LinkedIn, FB	Telegram
Partners	LinkedIn	
Government	FB, Newsletters,	
Media	Press releases, Media roundtable, Interviews	

## Signatures

Employee		
Manager		
Human Resources		