

**1) POSITION: SOCIAL MEDIA ASSISTANT (JOB GRADE WRTI 7 - ONE (1) POSITION – ADVERT REF: NO. WRTI/01/2024)**

**a) Job Purpose**

Reporting to the Head of Corporate Communications and Customer Service, the job holder will be responsible for maintaining the Institute's social media accounts including creating captivating content for all social media pages to ensure positive publicity, developing and executing social media campaigns, and strategies to increase online voice/image, followership and engagement.

**b) Key Duties and Responsibilities**

- (i) Assisting to create and implement social media marketing plans;
- (ii) Overseeing all social media accounts including Facebook, Instagram, and Twitter among others;
- (iii) Creating captivating content for all social media pages to ensure positive publicity  
Managing all social media platforms of the organization;
- (iv) Developing and executing social media campaigns, and strategies to increase online voice or image that is desirable;
- (v) Developing strategies to increase followership and engagement;
- (vi) Managing all social media promotions and advertisements;
- (vii) Managing regular posting and scheduling of social media posts;
- (viii) Taking photographic and video recording of events and posting them on social media;
- (ix) Creating Facebook events for all activities;
- (x) Engaging followers with regular internal and external activities updates
- (xi) Creating the Institute's brand awareness to gain audience attention;
- (xii) Designing captivating graphics works for communicating with various audiences;
- (xiii) Overseeing Social Media teamwork;
- (xiv) Managing social media engagements during events and responding to comments on social media on time;
- (xv) Creating paid social media campaigns for advertising;
- (xvi) Monitoring social media metrics and ROI;
- (xvii) Analysing social media trends and recommending improvements for future posts;
- (xviii) Preparing social media engagement and activities reports;
- (xix) Optimizing social media content effectively;
- (xx) Ensuring the Institute stays up to date with the latest social media advertising efforts and goals; and
- (xxi) Performing any other duties and responsibilities as may be allocated from time to time.

## **c) Job Requirements**

### ***(i) Academic Qualifications and Experience***

For appointment to this position, a candidate must have:

- (i) A Diploma in Communication, Public Relations, Digital Media, Marketing, or a related field from a recognised institution;
- (ii) Possession of a Bachelor's degree in any of the above fields will be an added advantage;
- (iii) At least 5 years proved work experience as a Social Media Analyst, Social Media Strategist; Social Media Executive, or a similar position;
- (iv) Experience in shooting photographs and editing video footage; and
- (v) Fulfilled the requirements of Chapter six (6) of the Constitution.

### ***(ii) Skills and Competencies***

The following are some of the required skills and competencies:

- (i) Excellent knowledge of research requirements for social media strategy;
- (ii) Sound knowledge of social media scheduling platforms such as Hootsuite, Buffer, and others;
- (iii) Exceptional team management skills;
- (iv) Outstanding proofreading and editing skills;
- (v) Strong oral and written communication and presentation skills;
- (vi) Ability to work for long periods of time as and when required;
- (vii) Sound knowledge of paid social media advertising;
- (viii) Ability to write catchy content;
- (ix) Excellent ability to manage multiple projects and prioritize them;
- (x) In-depth understanding of various social media platforms and their algorithm changes;
- (xi) Ability to work well quickly under pressure both individually and as part of a team;
- (xii) Strong organizational and time management skills;
- (xiii) Outstanding brand awareness experience will be preferred;
- (xiv) A keen eye for details; and
- (xv) Strategic mindset and always thinking out of the box.