



## **JOB PROFILE**

### **DIGITAL MARKETING & COMMUNICATIONS OFFICER**

#### **The Role:**

Reporting to the Director Digital Strategy & Innovation, the Digital Marketing and Communications Officer supports the design, implementation and operational management of the Organizations communications and marketing strategy. The Digital Marketing and Communications Officer plans and executes internal and external communication strategies and tactics that will improve stakeholders' engagement, promote or strengthen the organization's brand, broaden awareness of products and services, strengthen client acquisition and conversion programmes, communicate and deepen employees' knowledge of company projects and programmes.

The main responsibility will include the implementation and rollout of the organization's digital strategy and social media campaigns, provision of regular media penetration analytical reports, preparing press releases and business promotion digital materials, marketing and promoting company brands.

#### **Job purpose:**

Raise and maintain the Organization's digital presence footprints through the implementation of a coherent digital marketing and engagement strategy.

#### **Principal duties & responsibilities:**

1. Determine strategic communications and marketing campaigns that will help to achieve organization goals.
2. Develop and implement marketing and communications campaigns and strategies and monitor their success.
3. Develop and manage content for the Organization's communication channels such as websites, social media channels, print media, television, FM radio etc, identifying potential news stories and working across teams to plan and develop content.
4. Plan and create multi-media digital communications materials
5. Syndicating and sharing content with partners and stakeholders for their own communication channels
6. Track, measure, and report on the effectiveness of the Organization's marketing and communication programmes.
7. Day-to-day management of the Organisation's social media presence, including publishing content, networking with the top social media influencers to drive and respond to media engagement
8. Drive the Organisation's customer experience campaigns and help resolve customer disputes.
9. Compile and produce regular promotional material for the Organisation's products and services.



10. Track and post project updates and key organization events cross the digital communications channels.
11. Draft media and stakeholder briefings as well as press releases for the Organization
12. Support the development, promotion and organization of Organisation's online digital events, meetings or seminars
13. Collaborate with media on various levels and initiate ideas to present and promote company objectives.
14. Prepare and edit all kinds of communication material to promote and advertise company policy, products and services.
15. Draw up promotional plans with the communications and business development teams.
16. Draft and revise project proposals and presentations and enterprise ideas for company communications.
17. Draft varied material such as articles, notices and web content for increasing company's reach to the general public.
18. Assist colleagues in preparing their reports and drafts. Outline and implement strategies, guidelines, deadlines for proposals.
19. Supervise edition of company newsletters and magazines.
20. Keep informed on latest information technology industry communication tools through constant up gradation of qualification and skills.
21. Track and review media and legal coverage for reports regularly to the senior management team.
22. Develop marketing literature to augment the brand's presence in the market.
23. Support marketing executives in organizing various projects.
24. Submit ideas for experimental marketing programs designed to enhance and grow the brand
25. Represent the brand in public and official forums, functions and joint ventures as required.
26. General admin duties as required

### **Key Performance Indicators:**

- 1) Successful marketing and digital communication strategies and their success
- 2) Timely progress on all activities of communication management
- 3) Up-to-date organization communications channels including websites, social media accounts, e-bulletins, print journals and magazines etc.
- 4) Effective use of communication channels and materials
- 5) High customers'/clients' conversion rates
- 6) Low attrition rate for customers/clients

### **Supervision Authority:**

Content Creators & Graphics Designers

### **Tenure**



Fulltime

**Remuneration**

Negotiable and attractive

**Qualifications**

The successful candidate must have:

1. A degree in communication, public relations, customer service, or marketing
2. A minimum of six years of professional experience in the field of media and communications including knowledge and competence in digital communications, social media management, web content management and analytics.
3. Experience working in regional and/or international media, or in a global development context.
4. Experience in graphic design and video production.
5. Fluency in EAC official languages (English, Swahili, Luganda, etc.) will be an added advantage.