



**MINISTRY OF EDUCATION & YOUTH
VOCATIONAL TRAINING DEVELOPMENT INSTITUTE (VTDI)
JOB DESCRIPTION AND SPECIFICATION (Proposed)**

JOB TITLE:	Social Media & Marketing Officer
JOB GRADE:	(To be determined)
POST NUMBER:	
INSTITUTION:	VTDI
REPORTS TO:	Manager, Communications & Marketing
MANAGES:	N/A

This document will be used as a management tool and specifically will enable the classification of positions and the evaluation of the performance of the post incumbent.

This document is validated as an accurate and true description of the job as signified below:

Employee

Date

Manager/Supervisor

Date

Head of Department/Division

Date

Date received in Human Resource Division

Date Created/revised

Strategic Objectives of the Division:

To provide comprehensive, current and accurate information about the policies, programmes and services of the VTDI through the use of dynamic communication and social marketing tools and strategies

Job Purpose

Under the general supervision of the Manager, Communication and Marketing, the Social Media Officer is responsible for the VTDI's social and virtual media landscapes to increase awareness of the organization's Programmes, community participation and ensure that the initiatives are reaching all stakeholders.

Key Outputs:

- Annual Work Plan prepared
- Social Media & Marketing Strategies researched, developed and implemented
- Social Media & Marketing Strategies monitored and evaluated
- Stakeholder issues documented and monitored
- Social Media & Marketing Campaigns developed, implemented and managed
- Social Media tools and platforms maintained
- Social Media within the VTDI promoted
- Technical Advice Provided

Key Responsibility Areas:

Technical / Professional Responsibilities

- Researches, develops, implements and evaluates the parameters for the social media and marketing strategies for the VTDI
- Manages Social Media and marketing campaigns and day-to-day activities including:
 - Curating relevant content to reach the VTDI's main stakeholders.
 - Creating, curating, and managing all published content (images, video and written).
 - Monitoring, listening and responding to users in a "Social" way while cultivating interest.
 - Conducting online advocacy and open stream for cross-promotions.
 - Developing and expanding community and/or blogger outreach efforts.
 - Overseeing design (ie: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, and blog).
 - Designing, creating and managing promotions and social ad and marketing campaigns.
 - Compiling reports for management showing results and return on investments (ROI)/strategies
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information;
- Advocates for the Ministry of Education Youth and Information, its Agencies and the Department of Schools' Services in Social Media spaces, engaging in dialogues and answering questions where appropriate;
- Identifies, reports and monitors social media trends that can position the VTDI in positive light and encourages the adoption of social media tools, applications and channels among stakeholders;

- Collaborates with other divisions/departments/agencies to manage reputation, identify key players and coordinate actions;
- Identifies threats and opportunities in user generated content surrounding the Ministry of Education and reports notable threats to appropriate management;
- Provides technical advice and feedback to executive management of the Ministry to inform strategic direction and policy in relation to social media;
- Promotes social media within the VTDI by educating staff on the importance of social media, its technology and campaigns;
- Drafts organizational documents such as annual reports, corporate profiles and submissions;

Management/Administrative Responsibilities

- Participates in the development of corporate communication policies, plans and strategies
- Maintains accurate and complete records of the administration of programmes, both electronic and paper.
- Represents the Communications and marketing Unit on internal, media or project teams as requested.
- Participates in meetings, seminars, workshops and conferences as required
- Develops Individual Work plans.
- Resides on and participates in relevant Committees as required.
- Prepares requested reports and scripts as requested.

Performance Standards:

- Strategies, plans and programmes are developed, implemented, reviewed and evaluated on a timely and ongoing basis.
- Strategies, plans and programmes are relevant, timely, and appropriate and support the VTDI's initiatives, corporate goals and the promotion of a positive public image.
- Website information provided according to agreed schedule and standards
- Activities and events are planned and executed efficiently and effectively and with maximum impact
- Tact, diplomacy, sensitivity and professionalism are exhibited in interacting with the public and media
- Cooperative working relationships are fostered and maintained
- Positive community relations are fostered through marketing and social media programmes, including involvement in community initiatives.
- Image of the VTDI is promoted and enhanced
- Communication materials produced are creative, innovative and impactful
- Content of VTDI's website, social media sites and calendar of events are updated on a timely and ongoing basis.
- Records and filing systems (electronic and paper) are developed, organized and maintained
- Reports are thorough and insightful; conclusions/recommendations sound; and are prepared and submitted in a timely manner.
- Awareness of and sensitivity to the local political, social and economic environment is demonstrated

Internal and External Contacts (specify purpose of significant contacts):

Within the Ministry

Contact (Title)	Purpose of Communication
General Staff	Receiving and responding to routine Social Media related inquiries
Divisional/Branch/Unit Heads	Counsel and advise re Social Media and marketing events and issues

Contacts external to the organisation required for the achievement of the position objectives:

Contact (Title)	Purpose of Communication
General Public	Receiving and responding to inquiries Rolling out of programs and involvement in community, and other public initiatives
Media personnel	Re provision of media coverage for events; press releases; media request for information, etc.
Jamaica Information Service	Re provision of special services such as photography, multi-media projection, etc.
Miscellaneous service providers	Photographers, caterers, keynote speakers, producers of audio-visual material, etc.
Corporate and Business leaders	Counsel and advice re Social Media and marketing events and issues Collaboration re the development of Social Media plans, programmes and strategies
Students	

Required Competencies:

Core

- Excellent written and verbal communication skills demonstrating correct standard English usage
- Sound knowledge of the role and functions of the VTDI
- Excellent editing skills
- Excellent interpersonal skills and ability to interact with various levels of the public
- Possession of a creative and innovative mindset and skills
- Ability to determine priorities and handle multiple tasks to meet deadlines
- Ability to build and sustain professional, cooperative and effective working relationships
- Team oriented but able to work independently to accomplish tasks
- Ability to demonstrate good judgment, sensitivity to and respect for a diverse public
- Ability to be discreet and diplomatic in handling sensitive information and issues in a sometimes stressful environment
- Possess outgoing personality, self-confidence and a positive attitude
- Keen awareness of and sensitivity to the local political, social and economic environment
- Detailed and results oriented

Technical

- Knowledge of the principles and methods of communications and public relations
- Knowledge of survey methodologies
- Effective public speaking and presentation skills
- Experienced in the use of relevant computer applications
- Knowledge of Videography and Editing

Minimum Required Education and Experience

- Bachelor's Degree in Media/Communication Studies, Mass Communication, Digital Media Communications or a related discipline;
- Two (2) years' experience in a Media and communications environment.

Or

- Diploma in in Media/Communication Studies, Mass Communication, Digital Media Communications or a related discipline with three (3) years' experience.

Authority To:

- initiate and evaluate social media plans and programmes
- evaluate social media strategies to promote the VTDI's projects/events
- recommends social media platforms

Specific Conditions associated with the job:

- Normal office environment
- May be required to travel island-wide, stay overnight and engage in activities and events outside of normal office hours, including evenings and weekends
- Required to own a reliable motor vehicle and possess a drivers licence