

Ref #: C006	
<div data-bbox="771 296 919 443" data-label="Image"> </div> <div data-bbox="440 457 1252 512" data-label="Section-Header"> <h1>Government of Trinidad and Tobago</h1> </div> <div data-bbox="659 527 1032 611" data-label="Section-Header"> <h2><u>JOB DESCRIPTION</u> CONTRACTUAL POSITION</h2> </div>	
JOB TITLE: Multimedia/ Social Media Officer	
JOB SUMMARY:	
The incumbent plays a key role in supporting the design and maintenance of dynamic, user-friendly websites and social media platforms, integrating diverse multimedia elements for a compelling user experience.	
REPORTS TO:	Head –Communications or designated officer
SUPERVISION GIVEN TO:	N/A
DUTIES AND RESPONSIBILITIES:	
<ul style="list-style-type: none"> Assists in the development of digital content, including graphics, videos, and written posts for social media, websites, and email campaigns. Helps manage social media accounts, including scheduling posts, engaging with followers, and analysing performance metrics. Aids in the project implementation of traditional and new media initiatives, focusing on effective content preparation, presentation, and prompt specification updates. Assist in the development and implementation of Communications initiatives. Help create and distribute email newsletters and marketing campaigns. Monitors and reports on digital campaign performance, providing insights and recommendations for improvement. Stays informed about current digital media trends and suggests new ideas for digital media strategies. Performs any other related duties 	
KNOWLEDGE, SKILLS, AND ABILITIES	
KNOWLEDGE:	<ul style="list-style-type: none"> Familiarity with social media platforms (e.g., Facebook, Twitter, Instagram, LinkedIn) and management tools (e.g., Hootsuite, Buffer). Basic knowledge of graphic design and video editing Basic understanding of website management and SEO principles
SKILLS AND ABILITIES:	<ul style="list-style-type: none"> Strong writing and editing skills. Excellent organizational and project management skills, with the ability to prioritize tasks effectively. Ability to work collaboratively in a team environment.

MINIMUM EXPERIENCE AND TRAINING:
<ul style="list-style-type: none">▪ Minimum of Two (2) years of experience in multimedia design, and social media processes.▪ Training as evidenced by a recognised University degree in Communications, Marketing, Multimedia, Digital Media, or a related field.▪ Any suitable combination of experience and training