


Ref #:	
 <p><b>Government of Trinidad and Tobago</b></p> <p><b><u>JOB DESCRIPTION</u></b></p> <p><b>CONTRACTUAL POSITION</b></p>	
<b>JOB TITLE: CONTENT CREATION SPECIALIST</b>	
<b>JOB SUMMARY:</b>	
<p>The incumbent is responsible for developing, creating, implementing, and managing digital and physical content across various media platforms. Duties include creating appropriate content through effective stakeholder engagement, standardizing, and organizing the content using appropriate multimedia tools and techniques and publishing the content on the appropriate media platforms.</p>	
<b>REPORTS TO:</b>	Head – Corporate Communications or designated officer
<b>SUPERVISION GIVEN TO:</b>	N/A
<b>DUTIES AND RESPONSIBILITIES:</b>	
<ul style="list-style-type: none"> <li>▪ Works with divisions of the Ministry to promote brand consistency;</li> <li>▪ Designs sketches of electronic and printed media products such as websites, publications, newsletters, booklets, directories, calendars, brochures, posters, and presentations for the purpose of communicating and promoting a positive Ministry/Department image.</li> <li>▪ Leads the implementation of social media strategies, manages content, and grows the Ministry's online presence;</li> <li>▪ Handles the organization and management of digital content using content management systems, including regular updates;</li> <li>▪ Collaborates with cross-functional teams to develop engagement strategies and analyse social media performance for continuous improvement;</li> <li>▪ Explores new social platforms for expansion to drive citizen engagement;</li> <li>▪ Develops and manages engaging content in platform-appropriate formats for the organization's website and social media;</li> <li>▪ Conducts research for content development;</li> <li>▪ Performs video transcription and captioning, ensuring the quality and accuracy of published material;</li> <li>▪ Performs other related duties.</li> </ul>	



KNOWLEDGE, SKILLS, AND ABILITIES	
<b>KNOWLEDGE:</b>	<ul style="list-style-type: none"> <li>▪ Proficiency in the Adobe Creative Suite, including Photoshop, Illustrator, Premiere Pro, and After Effects, for creating and editing a variety of digital content;</li> <li>▪ Proficient in content management systems and analytics software;</li> <li>▪ Considerable knowledge of web content identification, collection, standardization, organization, presentation, security, and management using associated tools.</li> <li>▪ Familiarity with still and video camera operation, as well as video, audio, podcasting, and image editing tools, is highly advantageous.</li> <li>▪ Search engine optimization</li> </ul>
<b>SKILLS AND ABILITIES:</b>	<ul style="list-style-type: none"> <li>▪ Demonstrates creative and critical thinking with a keen eye for detail; essential for content development and problem-solving.</li> <li>▪ Strong writing, proofreading, and editing abilities, ensuring clear, accurate and effective communication in all content.</li> <li>▪ Exceptional IT proficiency, including advanced skills in Microsoft Office (Excel and PowerPoint) and Adobe Creative Suite, for diverse content creation.</li> <li>▪ Efficient work ethic, maintaining high quality and precision in fast-paced, multi-faceted environments.</li> <li>▪ Goal-oriented approach with a strong customer focus, meeting diverse stakeholder needs.</li> <li>▪ Capable of managing multiple projects simultaneously, adhering to strict timelines while performing under pressure to achieve targets;</li> <li>▪ Effective interpersonal skills to positively engage with the public, external stakeholders, and collaborate across departments.</li> <li>▪ Ability to manage key stakeholders and prioritize appropriately.</li> <li>▪ Innovative in organizing and presenting web content.</li> <li>▪ Expertise in creating visually striking and compelling.</li> <li>▪ Proficiency in understanding statistical data and translating it into engaging infographics and visual representations, facilitating effective communication of complex information.</li> </ul>
MINIMUM EXPERIENCE AND TRAINING:	
<ul style="list-style-type: none"> <li>▪ A minimum of two (2) years' industry experience in content creation and/PR related communications field.</li> <li>▪ At least one (1) year experience engaging audiences through effective management or social media channels.</li> <li>▪ Training as evidenced by a bachelor's degree in English, Journalism, Communications, Public Relations, Advertising, Literature, or a related field.</li> <li>▪ Any suitable combination of experience and training</li> </ul>	