


Ref #:	
 Government of Trinidad and Tobago <u>JOB DESCRIPTION</u> CONTRACTUAL POSITION	
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:

- 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