



Government of Trinidad and Tobago

JOB DESCRIPTION **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:

- 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:

- 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:

- 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