

JOB OPPORTUNITY - **MEDIA AND COMMUNICATIONS OFFICER**

The Cultural Development Foundation (CDF) is looking to recruit suitably qualified individuals to fill the position of Media and Communications Officer within the organization

Job Title:	Media and Communications Officer
Reports to:	Head Communications
Positions Supervised:	None
Stakeholder Relationships:	Line ministry, Institutional Partners, Donors and Sponsors, Membership, Cultural and Creative communities, Media, The Public.

Job Summary

The Media and Communications Officer (MCO) reports to the Head of Communications (HOC) and operates primarily at a tactical level. The MCO is responsible for the day-to-day outputs which reinforce and maintain CDF's brand image via the organisation's communication platforms.

The MCO supports the implementation of CDF's communication and brand strategy through the development and publication of multimedia communication content (stories, videos and graphics etc) which consistently and effectively tell CDF's story, communicate its brand personality and value proposition as committed custodian, facilitator and a partner in development. As such the MCO will support the public relations, media relations and digital communications. In that regard, the MCO will also be responsible for translating information from the Training & Development, Events and Facilities Management HODs into compelling content for social media, and initiate and mediate online conversations around CDF's work and activities; and for managing CDF's relationships with stakeholder communities and partners, by supporting their own visibility and storytelling via CDF's communication platforms.

Major Duties and Responsibilities

Communications & Visibility

- Maintain a database of media houses and key contacts (Editors, Program Managers, Lead Reporters).
- Engage Communications, Business and Marketing Unit, Events Unit, Training and Development HODs to formulate PR and Social Media Plans to support the workplan of these units.
- Develop and prepare communications and marketing materials (press releases, social media posts, posters and videos, blog posts,) for review and edit by HOC
- Optimise the news value of all programme and project outputs through proactive media engagement inclusive of MOU signings, Programme/ Product updates,
- Create and produce internal newsletters (Internal also includes line ministry, key institutional and MOU partners.

Media Relations

- Prepare / customise electronic media kits based on campaign/ issue being managed
- Develop working relationships with journalists in different types of media outlets

- Manage Media Relations inclusive of organising media engagement (press briefings, press conferences, fam trips etc), issuing releases
- Through proactive media outreach, pursue/ secure optimal visibility for CDF events, products, services and campaigns in and out of the news.
- Channel media queries within CDF and where necessary, to line ministry and related project partners to secure soundbites in the news

Digital/ Social Media Management

- Work closely with ICT and web personnel to with respect to content management across communication platforms (Website, Facebook, Instagram, Twitter, TikTok), and to monitor traffic and performance of visual/ digital sites.
- Promote communications and marketing materials through social media.
- Identify and implement strategies to increase traffic to CDF's platforms/ sites.
- Create online content that promotes audience interaction, increases audience presence and encourages audience participation.
- Optimize content following Search Engine Optimisation tactics.
- Continuously enhance skills in the use of available computer programs and illustration.
- Manage data collection i.e., media tracking, support the conduct of audience surveys, compile analytics and metrics,
- Prepare reports for the management team, including recommendations to ensure a more positive attitude.
- Compile and maintain CDF's digital media archives inclusive of photography and videos
- Help in the management of CDF's communication budget
- Periodically audit in-house social media competences especially among HODs and provide skills training to equip HODs to support the online visibility and mediate online conversations.
- Any other related functions and responsibilities consistent with this role.

Brand/Image Management

- Collaborate with HODs, institutional partners and cultural communities to package and stockpile compelling social media content which promote national pride, knowledge and education, and the celebration people and cultural values.
- Monitor the sites of all stakeholder organisations and communities to help share their stories, promote their activities and celebrate their achievement.
- Ensure that all marketing and communications outputs and messaging align with the brand's standards and visibility requirements.
- Recommend/ develop creative treatment for marketing communication proposals and promotional pieces.

Reporting

- Prepare Media Tracking and Social Engagement reports for the executive management team, including recommendations to ensure a more positive attitude
- Contribute data to support the preparation of proposals and reports
- Monitor all communication sites to catch and flag potential threats to CDF's image, and advise the Executive team and Board as the situation warrants

Qualifications & Attributes

- Bachelor's Degree or equivalency with at least 2 years of experience in the field of Communications, Digital Marketing and related.
- Good oral and written communication skills.
- Demonstrated competence in digital marketing, social media management and content development
- Proficiency in the use of Microsoft Office, Adobe, and other software
- Collaborative and networking skills
- Good data analysis, problem-solving and time management
- Highly organised and effective in multitasking.
- Attention to detail

SUBMISSION

Applicants should submit their Cover Letter, Resume, two letters of references and copy of certified qualifications to:

**EXECUTIVE DIRECTOR
CULTURAL DEVELOPMENT FOUNDATION
BARNARD HILL, CASTRIES**

POST: MEDIA AND COMMUNICATIONS OFFICER

Or email directly to raymonahenry-wynne@cdfstlucia.org

The deadline for submission of applications is Friday, January 13th 2023, 4:30 p.m. Only applicants who are shortlisted will be contacted.