



Digital Communications Specialist

Terms of reference

Position Title: Digital Communications Specialist

Overview: The Digital Communications Specialist will create communications content for all digital communications channels, and manage a strategic digital communication plan. This role includes managing social media platforms, the organization's website, and ensuring adherence to the organization's brand in all published content and marketing materials.

This role will be hired by our implementation partner, Circle Group Limited for our HER Lab Scale Up Project.

Key Roles and Responsibilities

Digital Communications

- **Social Media Management:**
 - Develop and implement social media strategies to enhance the organization's presence.
 - Manage and monitor social media platforms, ensuring timely and engaging content.
 - Analyze social media metrics and adjust strategies accordingly.
- **Website Management:**
 - Oversee the maintenance and updating of the organization website.
 - Ensure the website content is current, accurate, and aligned with the organization's goals.

Branding and Content Management

- **Brand Adherence:**
 - Ensure all published content and marketing materials adhere to the organization's brand guidelines.
 - Develop and maintain a consistent brand voice across all communication channels.



- **Social Media Content Development:**
 - Manage the content calendar to ensure timely and relevant content delivery.

Qualifications

- A bachelor's degree in Communications, Marketing, or a related field.
- Proven experience in a social media coordination role.
- Excellent written and verbal communication skills.

Skills and Competencies

- Proficiency in social media management and digital communication tools.
- Experience with website content management systems (CMS).
- Ability to develop and execute comprehensive communication strategies.

Attributes

- Passion for the organization's mission and values.
- Self-motivated and capable of working independently.
- Ability to thrive in a dynamic, multi-cultural work environment.
- Strong leadership and team collaboration skills.
- Results-oriented with a focus on achieving measurable outcomes.

How to apply

To join our team as a Digital Communications Specialist, apply [here](#).