

Job Description

Job Title: Social Media & Digital Content Executive

Department: Corporate Communications, PR & Digital

Reports to: Head, Corporate Communications, PR & Digital

Location: Lagos

Employment status: Full Time

PURPOSE

The Social Media & Digital Content Executive will work with the Head, Corporate Communications, PR & Digital to manage all social media channels and campaigns; promote overall brand/programmes/shows; sustain and increase an engaging audience/public relationship, awareness, experience and satisfaction through public relations campaigns and social media channels.

S/he will work with the Head, Corporate Communications, PR & Digital to create/produce social media / digital content across all TVC Communications digital assets and be responsible for populating and managing all TVC Communications social media and digital channels and campaigns; promote overall brand/programmes/shows; sustain and increase an engaging audience.

The Social Media & Digital Content Executive should be able to create and publish consumer-targeted social and digital content (written, video and graphics) across all TVC Communications digital platforms that will ultimately drive group digital goals, maintain brand visibility and quality, content engagement and consistency and drive increased numbers (Revenue and Reach).

PRINCIPAL ACCOUNTABILITIES

(IPE Factors: Impact & Innovation)

- Creation of digital content calendar that drives brand/programmes/shows and engage customers/audience.
- Understand and manage various digital and social media platforms that the group operates.
- Responsible for creating and populating brand/programmes/shows digital content on all social media platforms that will engage target audience and drive digital revenue and reach.
- Extend the brand reach through influencer channels by tracking the relevant social media Influencers
- Responsible for tracking and reporting all the changing social media trends.
- Implementing group digital media campaigns across various social media platforms.
- Creating social media content with digital, programmes and brand management team to drive overall digital goals for the business.
- Responsible for weekly and monthly digital and social media platforms reporting
- Responding for executing digital and social media strategies by the group for Facebook, Twitter, Instagram and YouTube using agreed strategies and key messages.
- Work with team to implement all digital marketing campaigns where required.
- Ensure that brand identity and messaging is maintained across all digital and social media platforms.
- Work closely with colleagues to ensure all digital tools and assets are well managed and protected.
- Other duties as assigned

REPORTING AND SCOPE

(IPE Factor: Knowledge-Teams & Breadth)

- The position reports directly to Head, Corporate Communications, PR & Digital
- Direct Reports: Social media trainees

CRITICAL QUALIFICATIONS/SKILLS/EXPERIENCE

(IPE Factor: Knowledge)

- Strong skills excellent verbal and written communication presentation skills.
- Copywriting, content creation, social media and digital marketing experience.
- Degree in Mass Communications, Marketing, Journalism, Social Media or similar field
- Extensive knowledge of social media platforms (Web, Social and YouTube).
- Proven experience in coordinating and managing effective digital and social media campaigns through various digital channels
- Solid knowledge of social media (blogs, Facebook, Twitter, Instagram, YouTube etc.)
- Possess creativity and knowledge of different tactics to identify and engage social media target audience.
- Proven experience in producing effective written digital content campaigns.
- Creative flair – the ability to create unique online content
- Familiarity with keyword placement and SEO
- Proofreading and editing skills (with zero tolerance to grammatical error)
- Able to multitask, prioritize, meet deadlines and manage time efficiently
- Excellent grasp of English language
- Ability to work independently or as an active member of a team
- Proficient computer skills, including Microsoft Office Suite (Word, PowerPoint, Outlook, and Excel) and Google Docs
- Analytical and goal oriented.
- Strict adherence to company and digital channels policies and style
- Minimum of (3) years' experience in similar position.

LEARNING & CAREER OPPORTUNITIES

In this position, the incumbent will have an opportunity to acquire skills and knowledge in the following areas:

- Digital marketing and lead generation
- Excellent overall writing skills in a number of different styles/tones
- Digital and general analytical skills
- Digital media campaign planning and management
- Social media management and analytics
- Digital content production
- Keyword placement and other SEO best practices