

Key Responsibilities: As a Communication Officer

1. Strategic Content Creation & Editing: Research, write, edit, and proofread a wide range of content for digital and print platforms, including newsletters, websites, social media, annual reports, press releases, and internal announcements.

- i. Ensure all content is on-brand, consistent in style, quality, and tone of voice, and optimized for search engines and user experience.
- ii. Manage the content calendar, planning and scheduling publications to align with institutional events and campaigns.
- iii. Copyedit and proofread materials produced by other departments to maintain high accuracy and professionalism.

2. Graphic & multimedia design:

- I. Conceptualize and design visually compelling materials such as brochures, flyers, posters, infographics, social media graphics, email templates, and presentations.
- ii. Create and edit short-form videos (e.g., for social media, website promotions, and event recaps) and simple animations.
- iii. Manage and update the visual content on the institution's website and social media channels.
- iv. Source and edit photography for use across various communication channels.

3. Brand management:

- I. Act as a guardian of the institution's brand identity, ensuring all visual and written communications adhere to brand guidelines.
- ii. Provide guidance and templates to staff across the institution to empower them to produce on-brand materials.

4. Channel management & analytics:**

- * assist in managing the institution's primary social media accounts, fostering engagement and community growth.
- * support the maintenance and updating of the institution's website.
- * monitor and report on the performance of communication campaigns. E.g., website traffic, social media engagement, email open rates), using insights to inform future strategies.

5. Person specification:

Essential qualifications & experience:

- I. A degree in linguistics studies.
- ii. Proven experience of 3 years of relevant experience and 1 year in a similar communications role.
- iii. Proficiency in core design software

Adobe creative suite especially indesign, illustrator, and photoshop is typically considered a standard requirement.

Experience with video editing software e.g., adobe premiere pro, final cut pro, or canvas.

6. Essential skills & competencies: exceptional writing, editing, and proofreading skills with a keen eye for detail and grammar. Strong visual design sensibility, with a demonstrated ability to create aesthetically pleasing layouts and effectively convey a message.

- * ability to manage multiple projects simultaneously, meet deadlines, and work effectively both independently and as part of a team.

- * excellent interpersonal and communication skills.

- * a creative and proactive mindset with strong problem-solving abilities.