

## POSITION ANNOUNCEMENT

**Position Title:** Marketing and Communication Officer

**Reports To:** Program Coordinator

**Work Hours:** Full-time, (40 hours per week)

*Applications will be reviewed on a rolling basis. Candidates are encouraged to apply early.*

### **Summary**

The Marketing and Communications Officer is responsible for the development and supervision of all marketing and communications strategies for the company. You will oversee the development of goals, strategies, and implementation plans to execute comprehensive marketing campaigns.

The incumbent will promote the creation, enhancement and development of programs to promote Girls in Tech Liberia (GITL) and its services. Some marketing goals will include maintaining the brand integrity of GITL and strategically positioning the organization as a trusted source for knowledge while establishing the organization's status as an industry leader. The Marketing and Communications Officer will also oversee the launch and managing of new products, services, and associated brands to meet profitability goals and targets.

### **Core Competencies**

- Communication
- Teamwork
- Adaptability
- Analytical Thinking
- Decision Making
- Planning and Organizing
- Problem Solving
- Negotiation
- Networking and Relationship Building
- Leadership

**Closing Date: May 20<sup>th</sup>, 2022**

## **I. Major Duties and Responsibilities:**

### **A. Promotions and Event Management**

- Coordinate and effectively implement activities and events to support the recruitment of more members to join GITL.
- Assist with the planning and execution of annual and other events.
- Coordinates with relevant teams to get great report from trainings.
- Develop GITL newsletter

### **B. Marketing and Communications**

- Develop and deliver creative marketing and communication strategies, plans and approaches to help market and position GITL to attract partners and win funds
- Takes photos/ videos footage of girls in tech trainings, workshops, Seminars, and events.
- Properly documents the data/information and share with your immediate boss.
- Ensure communications and brand guidelines of the organisation are properly executed.
- Develop partnership with various national and international institutions, and relevant local NGOs in order to assist in GITL activities.
- Plan the marketing and communications strategies for specific areas of GITL work and for different audiences. Work with the Program coordinator, Media Coordinator and training coordinator to put the strategy into practice. **This will include:**
  - Design and develop creative communication and marketing presentations, briefings, etc. that will maximize GITL message, support programme objectives and contribute to the research sector.

- Plan and implement direct marketing approaches including targeting, personalization of messages and measurability; data analysis, members profiling and segmentation
- Develop a digital strategy in conjunction with Program coordinator
- Develop a web strategy covering GITL websites. Tender for a website development and develop processes to keep GITL websites up to date.
- Develop and oversee a strategic programme of activities and events for GITL anniversaries.
- Ensure the brand meets expectations through monitoring marketing trends and partner and funder feedback.
- Manage the Marketing & Communications budget and ensure programme milestones related to marketing & communications are achieved on time and within budget.
- Contribute to and strengthen fundraising proposals and funder reports to ensure robust and creative marketing and communication considerations are adopted.
- Represent GITL at external meetings and conferences.
- Act as the first point of contact for the Executive Director with regard to GITL external communications such as providing support with conference presentations.

### **C. Media work**

- Establish and maintain strong relationships with the local media (radio, TV, print and web),
- Identifies events and packages information in compelling ways for media to report on positive works and achievements of GITL
- Handles GITL Social media pages with very good contents.
- Respond to all GITL social medias messages

#### **D. Graphic Design**

- Produce short video clips on GITL trainings, workshops, and seminars.
- Assist managers and staff in branding matters including GITL colors, logo, mission statement, vision, standards of publications and guidelines, to ensure the GITL branding guidelines are strictly followed
- Provide concept to develop communication materials including poster, leaflet, brochure and other publication to support conservation work in GITL

#### **E. Digital Platforms and Publications**

- Help design and place advertisements as required to support marketing and recruitment strategies.
- Provide regular analysis and reporting of social media activities and website usage.
- Develop and implement traditional and digital publications that reflect and enhance GITL image, engage prospective members, and inspire internal members and relevant stakeholders, including News, Blog and Annual Review.

#### **F. Stakeholder Engagement**

- Develop strategies to engage key stakeholder groups including NGOs, government and schools as required.
- Develop and manage GITL training Program.

### **G. Administrative Support**

- Provide general support to the Program Coordinator
- Act as an interface to effectively handle general enquiries relating to communications and marketing matters, and network with volunteers for the effective implementation of GITL communications strategies.
- Answer inbound phone calls – screen calls, provide information and answer questions within your capability, and direct callers to appropriate staff within GITL office as required.
- Provide written and oral reports as required, detailing project performance of communication and marketing efforts and showing areas of success and deficiency.
- Other reasonable duties may be required from time to time.

### **QUALIFICATIONS**

- High school diploma or Bachelor's degree in marketing, advertising, sales, business administration, or equivalent
- 2 - 3 years of work experience in the sector including marketing management capacity, handling of corporate communications, original writing and editing and some public relations.
- Excellent verbal and written communication skills including report preparation.
- Proficient in Microsoft Office (including Word, Excel, Access, Outlook, PowerPoint) and social media.
- Ability to work with a wide range of young people in a friendly, helpful, and professional manner.
- Excellent understanding and familiarity with brand building and brand management.
- Demonstrated proficiency in internet marketing techniques, technologies, and solutions.
- Must be grounded and organized and yet flexible and open to the changing demands of a small organization



- Willing to step into tasks as needed and requested by GITL management
- Excellent time management and organizational skills with the ability to manage and meet multiple deadlines with a high level of attention to detail.
- Experience with and ability to set up typical A/V equipment, such as a laptop computer, LCD projector, sound system, cameras, and online webinar platforms such as Zoom.
- Ability to quickly and effectively problem solve and troubleshoot independently.
- Willingness to work weekends and evenings

#### **HOW TO APPLY:**

Send your application letter and CV to: [hr@girlsintechlib.org](mailto:hr@girlsintechlib.org) Position immediately available.  
Open until filled. Submissions reviewed on an on-going basis. **(No phone calls, please.)**