



**NATIONAL EDUCATION TRUST (NET)  
JOB DESCRIPTION**

|                          |  |
|--------------------------|--|
| <b>JOB TITLE:</b>        | <b>Social Media Officer</b>                        |
| <b>JOB GRADE:</b>        | <b>Level 5</b>                                     |
| <b>POST NUMBER:</b>      |  |
| <b>DIVISION/UNIT</b>     | <b>Executive Office</b>                            |
| <b>REPORTS TO:</b>       | <b>Manager, Marketing, Communications &amp; PR</b> |
| <b>MANAGES DIRECTLY:</b> | <b>N/A</b>   |

This document will be used as a management tool and specifically will enable the classification of positions and the evaluation of the performance of the post incumbent.

This document is validated as an accurate and true description of the job as signified below:

|                                  |       |
|----------------------------------|-------|
| _____                            | _____ |
| Employee                         | Date  |
| _____                            | _____ |
| Manager/Supervisor               | Date  |
| _____                            | _____ |
| Head of Department/Division/Unit | Date  |
| _____                            | _____ |
| Human Resource Division MoEY/NET | Date  |

## **STRATEGIC OBJECTIVES OF THE UNIT**

- To provide adequate and well-maintained school spaces, enhanced infrastructure and an appropriate teaching environment.
- To be the agency through which Government of Jamaica (GoJ) accesses donations from local, regional and international bodies for the funding of educational development projects.
- To create and foster partnerships with public and private sector organisations as well as the Jamaican Diaspora, which will facilitate opportunities for funding of educational infrastructure and other educational projects.

## **JOB PURPOSE**

To maintain the NET's social and virtual media landscapes; to increase awareness of the NET's Programmes, Policies, Projects and activities and ensure that the NET's initiatives are reaching all stakeholders .

## **KEY OUTPUTS**

- Social Media Policies researched, developed and implemented
- Social Media Strategies researched, developed and implemented
- Social Media Campaigns developed, implemented and managed
- Social Media Strategies evaluated
- Dialogues & stakeholder issues documented and monitored
- Social Media tools and platforms maintained
- Social Media promoted internally
- Technical Advice Provided
- Individual Work plans prepared
- Special/Annual/Quarterly/Monthly reports prepared as required
- Develop Annual work plan

## **KEY AREAS OF RESPONSIBILITY**

### **Technical / Professional Responsibilities**

- Research, develop, implement and evaluate the parameters of the social media strategies for NET.
  
- Manage Social Media campaigns and day-to-day activities including:
  - Creating relevant content to reach NET main end users.
  - Create and manage published content (images, video and written).
  - Monitor, listen and respond to users in an appropriately while cultivating interest.
  - Conduct online advocacy and open stream for cross-promotions.
  - Develop and expand community and/or blogger outreach efforts.
  - Participate in design (i.e.: Facebook Timeline cover, profile pic, thumbnails, advertisements, landing pages, Twitter profile and blog).
  - Design, create and manage promotions and social ad campaigns.
  - Compile reports for management showing results and return on investments (ROI)
  
- Capture and analyze the appropriate social data/metrics, insights and best practices continuously for improvement.
- Advocate for NET in Social Media spaces, engage in dialogues and answer questions where appropriate.
- Identify reports and monitor social media trends that can position NET in a positive light and encourage the adoption of social media tools, applications and channels among stakeholders.
- Collaborate with other divisions/departments/agencies to manage reputation, identify key players and coordinate actions.
- Identify threats and opportunities in user generated content surrounding NET and reports notable threats to the appropriate Manager.

- Provide technical advice and feedback to Manager to inform strategic direction and policy.
- Promote social media within NET by educating staff on the importance of social media, its operations and campaigns.
- Assist in preparing organisational documents such as annual reports, corporate profiles and submissions.
- Cover NET events and produce news/features.

### **Management/Administrative Responsibilities**

- Participates in the development of corporate communication policies, plans and strategies.
- Maintains accurate and complete records of the administration of programmes, both electronic and paper.
- Represents the Marketing, Communication and PR Unit on internal, media or project teams as requested.
- Participates in meetings, seminars, workshops and conferences as required.
- Develops Individual Work plans.
- Resides on and participates in relevant Committees as required.
- Prepares requested reports and scripts as requested.
- Perform any other related duties and responsibilities assigned

### **PERFORMANCE STANDARDS**

- Policies, Strategies, plans and programmes are developed, implemented, reviewed and evaluated on a timely and on-going basis.
- Policies, Strategies, plans and programmes are relevant, timely, appropriate and support NET's priorities, initiatives, corporate goals and the promotion of a positive public image.
- Website information provided according to agreed schedule and standards.
- Activities and campaigns are planned and executed efficiently and effectively and

with maximum impact.

- Tact, diplomacy, sensitivity and professionalism are exhibited in interacting with the public and media.
- Cooperative working relationships are fostered and maintained.
- Image of NET is promoted and enhanced.
- Materials produced are creative, innovative and impactful.
- Content of NET’s website, social media sites are updated on a timely and on-going basis.
- Reports are thorough and insightful; conclusions/recommendations sound and are prepared and submitted in a timely manner.
  
- Awareness of and sensitivity to the local political, social and economic environment is demonstrated.
- Integrity, professionalism and confidentiality maintained in official and personal conduct.
- Confidentiality, dependability and tact are consistently displayed in the conduct of duties.
- Established targets are consistently achieved.
- Professionalism and integrity are consistently demonstrated in keeping with the established standards of NET

**Internal and External Contacts (specify purpose of significant contacts):**

**Within the National Education Trust Ltd. (NET)**

| <b>Contact (Title)</b> | <b>Purpose of Communication</b>                        |
|------------------------|--|
| Unit Heads and Staff   | Responses and advice re Social Media events and issues |

**Contacts external to the organisation required for the achievement of the position objectives:**

| <b>Contact (Title)</b> | <b>Purpose of Communication</b>  |
|------------------------|--|
| Public                 | Receiving and responding to inquiries<br>Implement programs and involvement in |

| <b>Contact (Title)</b> | <b>Purpose of Communication</b>   |
|------------------------|---|
|                        | community, and other public initiatives   |
| Media personnel        | Provision of media coverage for events; media request for information, provide up to date information via social media etc. |
| Donor/Partners         | Providing and requesting information  |

**REQUIRED KEY COMPETENCIES**

**Core**

- Outstanding creative and innovative mindset and skills
- Excellent written and verbal communication skills
- Knowledge of the role and functions of the NET and the Education Sector
- Sound knowledge of up to date social media policies and strategies
- Competent in graphic design
- Excellent editing skills
- Excellent interpersonal skills and ability to interact with various levels of the public
- Ability to determine priorities and handle multiple tasks to meet deadlines
- Ability to build and sustain professional, cooperative and effective working relationships
- Team oriented but able to work independently to accomplish tasks
- Ability to demonstrate good judgment, sensitivity to and respect for a diverse public
- Ability to be discreet and diplomatic in handling sensitive information and issues in a sometimes stressful environment
- Possess outgoing personality, self-confidence and a positive attitude
- Keen awareness of and sensitivity to the local political, social and economic environment
- Detailed and results oriented

**Technical**

- Experienced in the use of relevant computer applications
- Knowledge of survey methodologies
- Proficient in the use of social media and data analytics

## **MINIMUM REQUIRED QUALIFICATION AND EXPERIENCE**

- Bachelor's Degree in Mass Communication, Integrated/Digital Media Communications or related discipline
- Three (3) years proven experience working in a related field.

## **AUTHORITY**

- To execute social media activities according to established and agreed plans and guidelines
- Recommend social media strategies

## **SPECIAL CONDITIONS**

- May be required to travel island-wide, stay overnight and engage in activities and events outside of normal office hours, including evenings and weekends
- Must have a valid driver's licence and reliable motor vehicle.