



Ghana Center for Democratic Development

Position Title: Digital Content Officer

Unit: Communication

Department: Research, Programs and Advocacy

Full-Time: One Year

Specific Duties to Be Performed:

- Design digital media campaigns aligned with Organizational goals
- Coordinate the creation of digital content (e.g. social media posts, website, blogs, press releases and podcasts)
- Manage end-to-end digital projects
- Maintain a strong online Organizational voice through social media
- Suggest and implement direct marketing methods to increase the Organization's presence
- Monitor Return on Investment (ROI) and Key Performance Indicators (KPIs)
- Work with staff to accurately identify and share notable events and accomplishments
- Assist with monitoring overall media coverage of the Center to ensure accurate representation and information
- Assist with media previews ahead of significant projects and events
- Become an advocate for the Center in social media spaces, engaging in dialogue and answering questions as appropriate
- Educate our diverse audience about the mission, vision, projects, and activities
- Produce professional live events on social media
- Generate social media engagement to stretch the marketing budget

Desired Qualification(s):

- Bachelor's Degree in Communication/Public Relations, Marketing or relevant field
- Additional qualification in web design or animation is a plus

Previous Experience Desired:

- Two years of experience in a social media position
- Familiarity with media monitoring software such as Meltwater

Special Skills Required:

- Demonstrable experience managing social media platforms such as Twitter, Facebook, LinkedIn, Instagram, and YouTube
- Ability to develop sharp and compelling copy across channels
- Up-to-date on communications and digital industry standards and trends.
- Ability to use social listening, measurement, and insights tools.
- Excellent command of the English language, both oral and written communication
- Analytical skills
- Excellent problem-solving skills and time management
- Able to collect and analyze numerical and written data and verbal information to reach logical conclusions and ability to determine the time, place, and sequence of operations or actions required
- Must be interested in governance and democracy related issues
- Knowledge of statistics data aggregation and metrics
- Must be an independently self-motivated and team player
- Must have the ability to take constructive criticism and maintain a professional attitude.
- The ability to work in a very fast-paced environment and be willing to be on-call and work unusual times of day (early morning, after hours, holidays, weekends) will be required

How to apply:

Interested candidates should submit a CV and a one-page cover letter via email to jobs@cddgh.org and copy s.fenny@cddgh.org. Please indicate the position you are applying for in the subject of the email.

Deadline for application: Wednesday, May 25, 2022.