

# Public Broadcasting Corporation of Jamaica

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## JOB DESCRIPTION

*This Job Description is subject to review and change according to the exigencies of the service and will therefore require updating from time to time. Staff are expected to perform such reasonable activities as instructed by their managers and supervisors at all times, irrespective of the inclusion, or not, of an express clause in this job description. Job descriptions are intended to be used as a guide and should therefore be seen as an instrument to enhance service delivery.*

Job title:	<b>Digital Marketing &amp; Social Media Coordinator</b>
Job grade:	MCG / AVP 4
Department:	Executive Office
Reports to:	CEO
Directly supervises:	None

## JOB PURPOSE

Under the supervision of the Chief Executive Officer, Marketing Officer/Social Media Coordinator is responsible for conceptualizing and executing marketing campaign's, planning and executing PBCJ's advertising strategy. The incumbent is also responsible for creating, reviewing and editing content for the various Social Media pages.

## PERFORMANCE INDICATORS

- Number of content pieces created and published per month.
- Engagement rates (likes, shares, comments) on social media posts.
- Consistency in posting according to the content calendar.
- Growth in social media followers and audience size.
- Increase in brand mentions and share of voice on social media.
- Improvement in engagement rates over time.
- Accuracy and timeliness of weekly, monthly, and quarterly performance reports.
- Improvements in KPIs based on data-driven adjustments.
- Insights and recommendations provided from analytics.
- Response time to comments, messages, and reviews on social media.
- Sentiment analysis of community interactions (positive vs. negative).
- Growth in online community engagement, etc.

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MAIN DUTIES AND RESPONSIBILITIES
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- Develops the social media strategy for the Corporation and ensure it aligns with the corporation's brand;
- Create and Implement policies and procedures aimed at increasing visibility and improving the structure of PBCJ's online communications by translation of strategic objectives into a social media action plan;
- Ensure that the main social media channels of the PBCJ operate in alignment with appropriate corporate priorities, as well as its online policies;
- Prepare and maintain monthly social media calendar in coordination with various department of the PBCJ;
- Plan and integrate the use of social media as part of the PBCJ's communications and engagement efforts, working closely with the PBCJ's team;
- Conceptualize and commission specific content to be shared on social media channels;
- Conceptualize and commission multimedia content to support social media outreach;
- Oversee marketing content on social media channels;
- Identify relevant digital social external platforms and partners with whom to cross-promote content;
- Monitor external blogs and social networks discussing the PBCJ;
- Provide analysis of content in order to inform communications work;
- Establish key performance indicators and sharing results and recommendations with management;
- Engage in user research and determining audience needs; acting on audience feedback;
- Identifying opportunities for staff, including senior management, to engage with youth and other digital audiences;
- Should be able to well versed in video and audio editing;
- Knowledge and or capable of writing short scripts; create engaging text, image & video content of high quality
- Should be able to do simple but effective and attractive graphic designs (particularly geared toward social media and websites);
- Plans and executes (digital) marketing campaigns;
- Measures and reports performance of (digital) marketing campaigns, and assesses against the organization's goals;
- Creates, maintains and executes advertising strategy for PBCJ;
- Identifies/monitor trends and insights, determine how the PBCJ can leverage trends as part of its communications strategy. Optimizes spend and performance based on the insights. Researches industry-related and time-relevant topics for publishing on social media pages;
- Develops optimal posting schedules considering web traffic and engagement metrics;
- Design posts to sustain customers' curiosity & create buzz around feature & new content;
- Monitor social media for customer comments both positive & negative;
- Promotes content on social networks and engages with audiences through comment monitoring and responses;
- Edits, publishes and generates social media content daily;

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- Keep up to date with current trends & best practices in the industry;
- Collaborate with internal customers to ensure value added and digital marketing success.

## MINIMUM REQUIRED EDUCATION AND EXPERIENCES

- Bachelor's Degree in Communications, Digital Communications, Social Media Marketing, Journalism, Information Technology or other related disciplines, with a minimum of 3 years of relevant experience in online and Social Media;
- Advanced knowledge and hands-on experience with social media platforms (Facebook, Youtube, Twitter, Instagram, Snapchat, Google+, Flickr, etc.) and demonstrated ability to apply creative ideas for how to engage/interact on them;
- Advanced knowledge of social media tools, including social media advertising, bookmarking, tagging, API's, and blog publishing;
- Full knowledge and applied work experience of social media principles and Web 2.0 technologies;
- Experience in search engine optimization and online marketing;
- Experience working with corporations and corporate clients who deploy social media.

## REQUIRED COMPETENCIES (knowledge, skill and experience)

- Excellent oral and written communication skills; presentation skills
- Understanding of Libel and slander laws
- Intermediate knowledge of graphic programs desired (Adobe Creative Suite)
- Web Analytics
- Online Performance Measurement and Impact Analysis
- Client Orientation
- Teamwork (Collaboration) and Inclusion
- Business Judgement and Analytical Decision Making
- Project Management
- Proficient in MS office; basic web design a plus (HTML, CSS)
- Proficiency in the use of relevant computer applications and presentation aids

## VALIDATION

This job description was prepared by \_\_\_\_\_(name) on \_\_\_\_\_(date)

This job description validated as an accurate and true description of the job when the CEO signs below.

I have validated this job description \_\_\_\_\_(signed, CEO) on \_\_\_\_\_(date)

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