



MIC-IT INVITES APPLICATIONS FROM SUITABLY QUALIFIED CANDIDATES FOR THE FOLLOWING POSITION

CORPORATE COMMUNICATIONS SOCIAL MEDIA OFFICER I

OVERVIEW:

The **Corporate Communications Social Media Officer I** is responsible for the creation and uploading of content to the Company's social media platforms.

The incumbent will be expected to contribute to the development of social media strategies and policies and provide data and advice to increase visibility, awareness, understanding and support for the Company's mandate, vision, corporate objectives, activities, and programmes.

JOB SUMMARY includes:

1. Create and share content suitable for different platforms and audiences with the intent to educate and/or entertain MIC-IT's varying audiences
2. Promote and maintain the Company's corporate image by producing suitable content
3. Develop effective strategies to generate and increase the Company's Brand awareness
4. Conduct research on Social Media communication trends, best practices, policies, procedures, and accessibility in both the private and public sectors and make recommendations where necessary
5. Collect and analyse data e.g. reach and engagement analytics and advise on the effectiveness of Social Media Marketing and Public Relations programmes and activities
6. Monitor online conversations and posts
7. Network with key MIC-IT stakeholders for social media content creation
8. Represent the department at committee meetings both internally and externally, if required
9. Maintain rapport with staff and trainee representatives
10. Liaise with both internal and external stakeholders/agencies and facilitate travel and other arrangements as necessary
11. Perform all other related duties as required.

MINIMUM QUALIFICATIONS & EXPERIENCE:

1. Bachelor's Degree in Mass Communications, Communication Studies, Public Relations, Marketing or relevant professional qualification
2. Certificate in Graphic design using Adobe, In Design, Illustrator and Photoshop
3. Certification in Digital Media Strategy will be an asset
4. Minimum of three (3) years' experience in the field of Marketing, Communications or a similar field and/or managing social media platforms
5. Any other equivalent combination of training and experience.

REQUIRED SKILLS AND COMPETENCIES:

1. Possess creative writing skills and the ability to create attention-grabbing content in accordance with regulations and permissions
2. Must have a pleasant personality, professional attire and appearance
3. Must be well-spoken, have excellent, written and verbal communication skills, and be able to communicate at a high level both orally, visually and in writing
4. Strong networking, facilitation and time management skills
5. Strong analytical, research and forecasting skills
6. Display high levels of assertiveness
7. Must be customer-focused and team-oriented
8. Must be able to work flexible hours when necessary
9. Use and knowledge of video production software, audio and audio-visual equipment
10. Ability to meet targets within deadlines
11. Ability to plan and organise shoot schedules
12. Ability to establish and maintain effective working relationships with all stakeholders – internal, external, trainees, Industry Partners, potential trainees, customers, etc



13. Ability to produce, direct and coordinate photo and video shoots
14. Knowledge of current theories and practices in communications research, planning and strategy, and the role of mass media
15. Knowledge of media issues, social marketing theory and practice, communications strategies and implementation and behavioural sciences
16. Some knowledge of the Constitution of the Republic of Trinidad and Tobago and protocol procedures.

APPLICATION AND DETAILED RÉSUMÉ SHOULD BE SUBMITTED TO:

Manager, Human Resources (Head Office)
MIC Institute of Technology
5A Century Drive, Trincity Business Park, Macoya
Or
email to recruitment@mic.co.tt

CLOSING DATE FOR APPLICATIONS:
TUESDAY 31, JANUARY 2023

We would like to thank applicants for their interest and we wish to advise that only those candidates considered will be contacted.