



COLLEGE OF HEALTH SCIENCES

University of Liberia

Monrovia, Liberia

Cell Phones: 0886 400 740 / 0777524513 / 0886 524513

Office of Human Resources

Internal and External Job Vacancy: Digital Media Officer

Contract Term: Full-Time

Introduction: This position is located within the University of Liberia College of Health Sciences (ULCHS) Office of Communications in Monrovia, Liberia. The Communications Officer will report to the Director of Communications.

The Office of Communications was established within the University of Liberia College of Health Sciences to provide direct oversight of all external communication-related activities to publicize evidence-based results and outcomes of the BRIDGE-U: Liberia project and highlight accomplishments, systems, and gains of the College of Health Sciences.

Position Summary: The Media Officer will be responsible for creating and managing content for ULCHS digital media platforms. This includes web and social media platform management, developing graphics and audio-visual content, and generating content at all levels.

Main Duties and Responsibilities:

1. Manage ULCHS social media pages, create and post content with the approval of the Communication Director;
2. Generate content for press releases, social media, and other channels as necessary;
3. Compile content for and design ULCHS and project newsletters as requested;
4. Update website and add new content as requested;
5. Generate materials for events or training;
6. Develop graphics and audio-visual content;
7. In collaboration with the Communication Director, support all external communications needs of the project and College;
8. In collaboration with the Communications Director implement the project-based annual communication implementation plan;
9. Provide data and analytics on website/social media reach, engagement, and conversation as requested;
10. Recommend growth and engagement strategies for website and social media pages;
11. Draft media pitches as requested;

Qualification: An Associate or Bachelor's degree

Required Experience: 4-6 years of professional experience with direct relation to graphic design, web designing, social media campaigns, etc.; preferably with increasing levels of responsibilities

Required Knowledge, Skills, and Abilities:

- Strong communication and problem-solving skills
- 4+ years of experience in digital media or related role
- Excellent writing, editing, and proofreading skills
- Proficiency in Adobe Suite and Microsoft Office Suite is a must
- Understanding of social media analytics and email tracking tools
- Professional video editing skills
- Familiarity with Canva, WIX, preferably
- Working knowledge of email marketing platforms (Every Action, MailChimp, etc.)
- Experience in communications management is preferred

All applications must be received by mail to: ulcshr@ul.edu.lr

NOT LATER THAN 5 PM on December 12, 2022