

## **JOB DESCRIPTION**

**Job Title:** Digital Content Officer

**Post Number**

**Job Level:** MCG/IE 4

**Department:** The Accountant General's Department – A Department of the Ministry of Finance and the Public Service

**Reports to:** Director, Communications

**Direct Report(s):** N/A

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### **1. STRATEGIC OBJECTIVES**

The Communications and Customer Service Unit ensures that the information and related needs of the Treasury's customers and other stakeholders are met or exceeded; coordinating and managing relationships with AGD's customers and other stakeholders. The Unit maintains a consistent interface between the Treasury and stakeholders for both policy and operations. Stakeholders include the Auditor General's Department, Ministries, Departments and Agencies (MDAs), the Ministry of Finance & Planning, Financial Institutions, pensioners, and public sector workers. The unit builds and maintains an image and public consciousness of the AGD, elevates customer service consciousness in the Department's organization culture, and develops, establishes and monitors customer service standards.

### **2. JOB PURPOSE**

Reporting to the Director Communications, the Digital Content Officer will leverage the power of digital promotions and AGD's communications strategy to generate new interest in the works of the Department. This role will lead on managing the AGD's digital

assets to include its YouTube Page, the website and internal video screens, among others by generating impactful artwork, features and videos for use in all media formats.

### **Summary of the broad purpose of the position in relation to Government's goals and strategies:**

- To coordinate and manage relationships with the AGD's stakeholders, securing a consistent interface between the Treasury and stakeholders
- To build and maintain a positive image and public consciousness of the Treasury, its role, services, and achievements

### **3. KEY OUTPUTS**

- Content Strategy Development: Develop and implement a content strategy that aligns with the Department's goals and objectives, focusing on informing, educating, and engaging the public via digital media
- Digital Content Creation: Create high-quality, relevant, and accessible digital content, including graphics and videos that effectively communicate the Department's services, policies, and updates.
- Website Content Management: Update and manage website content, ensuring it is accurate, user-friendly, and accessible to all stakeholders, and aligned with the Department's branding and messaging.
- Stakeholder Collaboration: Work with various units and stakeholders within the Accountant General's Department to ensure accurate representation of their work in all digital content, helping to communicate updates effectively.
- Required Status reports – monthly, annual and ad hoc

### **4. KEY RESPONSIBILITIES**

#### **Digital Marketing:**

- Creates discussion forums and vlogs around the role and function of the AGD
- Creates innovative editorial content for our YouTube Page and internal video screens
- Edits and supervises content posting to the main the AGD's website.
- Conducts relevant content audits for all AGD's digital assets and supervise updating as required
- Drafts and maintains a Website Governance Protocol, coordinate content inputs from departments across AGD and key external partners and stakeholders
- Executes strategic content development of the website and implement activations, manage live events, i.e. webinars, etc. in keeping with communications objectives,

- Keeps abreast of emerging web technologies through relevant blogs, list serves and events

### **Technical:**

- Researches, develops, implements and evaluates the parameters for digital media strategies
- Manages Digital Media campaigns and day-to-day activities including:
  - Promoting the AGD's policies, programmes and initiatives through digital media, ensuring consistency across all platforms
  - Curating and managing all published content (images, video and written) for the website, youtube, podcasts, linkedin among others
  - Developing and expanding community and/or blogger outreach efforts.
  - Multimedia messaging integrating graphics, audio, video and basic animation
  - Participates in event coverage including image and video capture for Live posting
  - Produces graphic, videos and other creative content for the AGD's website
  - Edits images, audio and video for post-production needs
  - \*Manages the AGD's online and offline creative production and delivery across creative concept development, design and artwork, video, photography, and asset management
- Participates in the Development and periodical updates of communication and
- Any other related duty that may be assigned from time to time.

### **5. KEY PERFORMANCE INDICATORS**

- Public relations/communication plans and programmes objectives met
- The website updated as necessary and content standards requirements met
- Media coverage tracked, analysed, reviewed and reported
- Partnership and consultation to promote and support the work of the Treasury with the media are maintained
- High level of representation of Treasury issues in all major print and electronic media channels obtained
- Support in developing and implementing Public Education programmes and projects to improve the image of the Treasury and awareness of the public of the AGD's role and services provided
- Key deliverables produced.

## **JOB SPECIFICATION**

### **2. REQUIREMENTS FOR THIS JOB:**

#### **a. Qualification and Training**

Essential:

- Bachelor's degree in Mass Communications/Public Relations/ Marketing/ Journalism or related discipline from a recognized tertiary institution, OR related
- Extensive Journalism/Publishing training and experience
- Evidence of continuing professional development

#### **b. Essential Experience and Knowledge:**

- 3-5 years' experience in a corporate business, journalism, media or advertising environment.
- Experience in the creative and innovative use of new media technologies eg. Canva, Video editing software
- Deep understanding of digital communications
- Strong marketing knowledge
- Strategic communications and digital media networking skills
- Knowledge of web and multimedia communications
- Knowledge of web and info-graphics design concepts
- Excellent oral and writing skills
- Specialist in Writing for Business and the Web

#### **c. Competencies**

The incumbent is a senior public servant who represents the Government at all times, who is expected to work with a team of professionals in realizing the goals and objectives of the Department, in a highly dynamic environment. The following competencies are required for the effective performance of this job.

##### **Core Competencies**

- Excellent Oral and Written Communications skills
- Good Problem Solving and Analytical Skills
- Excellent Customer Focus and Quality Skills
  - Excellent time management and organizational skills
  - Excellent Information gathering, research and analytical skills

- Ability to work in a strong team construct
- Results Focus
- Integrity

Technical Competencies

- Use of Technology
- Good knowledge/understanding of the social media landscape
- Ability to foster and maintain a good working relationship with media
- Good understanding of Social Media tools and platforms
- Understanding of creative production processes and digital marketing techniques

**3. SPECIAL CONDITIONS ASSOCIATED WITH THE JOB**

**Physical Demands** - Pressured working conditions with numerous critical deadlines.

**Work Environment** - Normal office conditions

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

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Name of Employee

\_\_\_\_\_  
Signature of Employee

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name of Supervisor

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Signature of Supervisor

\_\_\_\_\_  
Date

