

American International School of Abuja

Position Title: IT Assistant (IT Media and Communication)
Reports To: IT Coordinator
Last Modified: December 6, 2024



Position Description/Overview:

The Media and Communication Assistant is responsible for developing, implementing, and managing effective communication strategies to enhance the organization's mission, visibility, and engagement. This role includes overseeing school photography, graphic design, video projects, managing social media platforms, creating compelling content, handling internal and external communications. The ideal candidate will have strong expertise in media management, content creation, and strategic communication planning.

Principal Duties and Responsibilities:

Content Creation and Management

- Develop, edit, and publish high-quality content (text, images, videos) for various platforms, including social media, websites, and print materials.
- Collaborate with stakeholders to create targeted communication materials such as newsletters, brochures, and flyers.
- Maintain and update the organization's website with relevant and engaging content.

Social Media and Online Presence

- Manage social media platforms (Facebook, Twitter, Instagram, LinkedIn, etc.) to enhance school awareness and drive engagement.
- Plan and execute social media campaigns, ensuring alignment with organizational goals.
- Monitor and analyze social media performance metrics to inform content and strategy adjustments.

Internal and External Communications

- Develop and disseminate internal communication materials to keep employees informed and engaged.
- Respond to inquiries from stakeholders, including the media, partners, and the public.
- Ensure consistency in messaging across all communication channels.

Brand Management

- Uphold and strengthen the organization's visual identity and branding through consistent application in all materials.

Monitoring and Reporting

- Track and report on the effectiveness of communication strategies, providing regular updates and recommendations for improvement.
 - Stay updated on communication and media trends to identify opportunities for innovation.
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Qualifications and Skills

Education

- Bachelor's degree in Communications, Media Studies, Public Relations, Marketing, or a related field.

Experience

- Minimum of 2 years of experience in media management, public relations, or a similar role.
- Proven experience in social media management and content creation.

Skills

- Exceptional written and verbal communication skills.
 - Proficiency in graphic design tools (Adobe Creative Suite, Canva, etc.) and video editing software.
 - Strong knowledge of social media platforms, analytics tools, and trends.
 - Excellent organizational and project management skills, with the ability to handle multiple tasks and deadlines.
 - Creativity and an eye for detail in creating visually appealing content.
 - Strong interpersonal skills to collaborate with diverse stakeholders.
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Preferred Skills

- Experience in managing digital advertising campaigns.
- Knowledge of website content management systems (CMS) like WordPress.
- Familiarity with photography and video production and edit

Interested and qualified candidates should send their application, resume/Cv and portfolio to humanresources@aisabuja.com on or before Tuesday, December 10, 2024.