

TERMS OF REFERENCE / JOB DESCRIPTION

Job Code: SAINEF/2021/ENLJCOM02

Post Title: Junior Communication Officer

Project Title: Support Communications Activities For SAINEF

Duty Location: Kairaba Avenue, SAINEF Headquarters, Next to Qcell

Project Duration: Six Months Probations / Progression into a Full-Time Permanent Employee.

Responsible to : CEO / CTO / Operation Manager / Senior Communication Officer

Background:

SAINEF formerly known as Power Vision Solutions was founded in February 2018 with the main purpose of solving Africa's biggest challenges through technology. SAINEF exists today helping organizations ranging from small and medium-size to large organizations run their operations efficiently and effectively with inbuilt technologies that allow for a smoother operation.

We are recruiting for a dedicated communications officer to develop and implement communication strategies that will help us achieve our business goals. The communications officer will assist with our internal and external communications strategy, develop project proposals, create blogs, design flyers as needed, brainstorm with the whole team to develop relevant material, and report each day's tasks to the CTO / operation manager.

The ideal applicant must have an impressive track record of excellence in communications or a similar field, as well as exceptional writing and verbal communication abilities.

Preference will be given to the individual who has experience and skills in Digital Marketing and Impressive writing skill.

Responsibility

- Prepare project proposals
- Create a social media Account and social media Handles
- Write, edit, and distribute content, including publications, press releases, website content, annual reports, speeches, and other marketing material that communicates the organization's activities, products, and/or services.
- Design and distribute flyers newsletters to our target audience
- Work with communications team members to conceptualize and implement communications strategies and campaigns

- Evaluating and reporting of Customer Survey Results
- Seek opportunities to enhance the reputation of the brand, and coordinate publicity events as required.
- Respond to media inquiries, arrange interviews, and act as a spokesperson for the organization.
- Promote communications and marketing materials through appropriate social channels
- Track analytics and create reports detailing successes and failures of communications campaigns
- Ensure that all communications and marketing material aligns with brand standards
- Maintain digital media archives including photos and videos
- Develop escalation protocols for managing communication crises, should they arise

Qualification / Requirements

- Bachelor's degree in communications, journalism, or related field relevant to SAINEF communications activities
- Minimum of two years relevant experience in a communications role
- Proficient in Microsoft Office, content development, and social media platforms
- Knowledge of desktop and online publishing software (InDesign/Photoshop/Canva/Miro)
- Resourceful and take initiative even when given minimal direction
- Proper time management capabilities and ability to juggle several tasks concurrently
- Established and maintain effective/ collaborative relationships with team

Skills & Ability

Technical Skills

- Excellent communication skills both orally and in writing
- Excellent interpersonal skills
- Story Teller
- Google Analytics
- Content Creation
- SEO & SEM
- CRM
- Proficient in Microsoft Office
- Social Media
- Basic Design Skills
- Good IT skills
- Presentation skills
- Knowledge of desktop and online publishing software (InDesign/Photoshop/Canva/Miro)
- Take initiative even when given minimal direction

Soft Skills

- Ability to prioritize and plan effectively
- Awareness of different media agendas
- Creativity
- Ability to handle multiple tasks and deadline
- Attention to details

Additional Information

- Confidentiality

Preferred applicants are advised that the selection process is confidential. Any inquiries or requests for information or documents about the selection process should be sent to the address mentioned below. Applicants are requested to report any possible change in contact information in writing without delay.

- Application Details

Your CV (no more than 2 to 3 pages) and with a covering letter should be forwarded to Sheikh Tijan (**Operation Manager**) at shfolawiyo@sainef.com, by no later than **November 30th, 2021**, quoting ref: ENLJCOM Officer in the email subject line. Your pay expectations, notice period/available start date, and where you saw the job advertisement should all be included in your letter.

- General responsibilities

- Takes personal responsibility for any health and safety issues and obligations
- Upholds all aspects of Company policies and procedures and legal requirements concerning personal conduct

- Contractual details

Start date: Not Defined

Length: Permanent

Location: SAINEF Headquarters, Next to Qcell

Salary scale: Not defined

Work Hours: 60 hours a week

Probation: Six months, with a potential progression into a full-time permanent employee.

Please Note:

Early submissions are strongly encouraged since, owing to time constraints, we may begin interviewing before the closing date (although we will not issue any offers until after that date and all candidates have had the opportunity to submit their applications by the specified deadline).

Also, this document will not remain static but will be updated in response to new developments as well as SAINEF goals and objectives.