

**Position:** Social Media Specialist

**Location:** Eastern Africa

**Deadline:** 17/02/2023

NTU International is a leading international consulting firm providing programme management and advisory services for development projects worldwide. For almost three decades, NTU has been delivering sustainable development projects and advisory services within engineering, policy, economics, and social fields. With more than 1.100 international projects and studies already completed, and 16 project offices around the world, we have established ourselves as a leading consulting company. With the expansion of international activities and clients, NTU's project pipeline and opportunities have grown significantly, therefore, we are looking for a motivated and experienced social media specialist and content creator for EU communication projects in Sub-Saharan Africa.

Do you want to be considered for the social media specialist-positions? By applying, you will be part of a project vacancy portfolio, as we are currently awaiting the EU projects to be launched.

**Main tasks and responsibilities for the position will include:**

- Develop, implement and manage a social media strategy for the project.
- Create and share social media content on selected platforms, including written content as well as images, graphics and videos.
- Editing of content for social media (image- and photo editing).
- Manage and oversee social media content.
- Measure the success of every social media campaign with analytics tools.
- Continuously improve social media campaigns by capturing and analysing the appropriate social data/metrics, insights and best practices, and then acting on the information.
- Stay updated with the latest social media best practices and technologies.

**Requirements and skills:**

- Minimum of 3 years of experience as a Social Media Specialist
- A relevant Master's degree, e.g. Communication, Marketing, PR, Journalism, New Media, or a similar field
- Excellent consulting, writing, editing (photo/video/text), presentation and



- communication skills
- Excellent knowledge of using Twitter, Facebook, Instagram, LinkedIn, TikTok, etc.
  - Experience and familiarity with web design,publishing, SEO, is considered a significant advantage
  - Excellent multitasking skills
  - Full professional proficiency English, with exceptional writing skills

A skilled, flexible, and detail-oriented team member with a keen focus on current social media trends

As social media specialist, you will be responsible for the creation and sharing of content on social media for the EU projects. This means that your attention to detail and ability to understand and present comprehensive information in an intuitive and simple way via the applied platforms, will be key in ensuring successful campaigns and communication towards the targeted audience.

It is equally important that you are able to apply to current social media trends, thus ensuring that scheduled campaigns will achieve the expected results.

#### **Other information:**

If you are interested in this position, please apply and attach your CV.

We encourage applicants to make sure that you include one or more telephone numbers.

Please notice that by applying, you will be included in a project vacancy portfolio of social media specialists in Sub-Saharan Africa. Due to the projects not yet being launched, it may take a while before we determine the number of required candidates. Only selected candidates will be contacted.

For more impressions, see our LinkedIn company profile: [www.linkedin.com/company/ntu-international/](https://www.linkedin.com/company/ntu-international/)

