AGA KHAN UNIVERSITY

SOCIAL MEDIA ENGAGEMENT OFFICER – GRADUATE SCHOOL OF MEDIA & COMMUNICATIONS

Applications are invited from appropriately qualified candidates for the position of Social Media Engagement Officer - Graduate School of Media and Communications.

POSITION SUMMARY
The Social Media Engagement Officer will help in ensuring that GSMC is maximizing its online footprint and impact, thereby supporting broader visibility and awareness of the school activities.

Key Responsibilities

- Designing and managing the social media marketing strategy for GSMC focusing on LinkedIn, Twitter, Facebook, Google+, YouTube and any other social media forum.
- Supporting the development of an academic blog Platform and empowering the GSMC faculty to use the platform to communicate information about their teaching and research activities.
- Posting at least one blog a month touching on areas of interest to GSMC.
- Measuring the impact of social media on all GSMC initiatives.
- Developing, maintaining and improving the GSMC Website including drafting, editing, proofreading and publishing content.
- Working closely with the Dean to create compelling messages and stories about GSMC activities for disseminating to the external clients.
- Maintaining an appropriate crisis management guideline.
- Coordinating social media advertising campaigns.
- Liaising with AKU PR Department in managing the corporate branding standard and guidelines.
- Protecting the reputation and strengthen the saliency of GSMC brand.

Requirements:
Applicants must hold a Bachelor’s Degree in Marketing or Journalism from a recognized University and have a minimum of five years’ experience in a social media corporate communication setup. Two years’ experience in corporate marketing or agency marketing role. S/he should have experience in social marketing on all major social media platforms i.e. LinkedIn, Twitter, Facebook, Google+, YouTube and slideShare. The ideal candidate should have exceptional interpersonal, organizational and customer service skills.

To Apply:
Applications together with detailed Curriculum Vitae, names of three referees, telephone contact, e-mail address and copies of certificates and testimonials should be sent to, the Manager, Recruitment, Aga Khan University Hospital, Nairobi. P. O. Box 30270-00100, NAIROBI or by email to hr.recruitment@aku.edu so as to reach not later than 05th April, 2015. Applications by email are preferred.

Only short listed candidates will be contacted.