Newton & Einstein
Institute of Science and Technology

JOB OPPORTUNITY

JOB TITLE: SOCIAL MEDIA OFFICER

REPORTS TO: EDUCATION PLANNING COORDINATOR

NO. OF VACANCIES: 01

A. Background: Aplastic anemia (AA) is a rare but potentially fatal disorder, with a reported higher incidence in developing countries in comparison to the West. There is a wide gap in awareness of and knowledge of the disease in Africa that leads to delayed diagnosis and referral, inappropriate treatment, and mismanagement of pediatric and elderly patients. Newton & Einstein Institute of Science and Technology (NEIST) has received funding support from Pfizer to implement ''**Social Media for Aplastic Anemia Regional Training (SMAART)''** project. The institute intends to recruit a Social Media Officer to support in the implementation of SMAART project.

B. Job Purpose: A social media officer is responsible for developing and implementing social media strategies, guidelines, and policies for NEIST. The Social Media Officer's work is crucial to the smooth functioning of NEIST's social media sites and, therefore, reflects on the institute's image. The incumbent plays a strong content development, coordination and project management role, and contributes to the consistent look and feel of NEIST social media sites.

C. Job Summary: The Social Media Officer, working in close conjunction with the Project Management Specialist, contributes to the development of social media strategies and policies and takes the lead in their implementation; develops and implements social media guidelines, systems, procedures, and tools; and provides expert reporting, analytics, and advice to increase visibility, awareness, understanding and support for NEIST's mandate, vision, corporate objectives, activities, and programs.

The Social Media Officer is responsible for managing NEIST's corporate social media accounts and collaborates regularly with colleagues across the Centre to ensure content aligns with strategic priorities. The Social Media Officer also acts as a Centre of Expertise for colleagues in the East African Community and in programs that manage other NEIST social media accounts.

The Officer is also responsible for social media research (practices and trends); analytics, overall reporting, monitoring, analyzing and reporting on comments and conversations on NEIST as well as external social media sites; live tweeting and responding to inquiries/comments. Although social media is the primary focus, the Officer may also develop, use, and implement other new media (e.g. interactive media, multi-media, etc.) as required.

D. Primary Duties or Responsibilities

- Researches social media communication trends, best practices, policies, procedures, and accessibility in both the private and public sectors. Identifies and assesses potential opportunities for NEIST to use social media tools to enhance the scope, versatility and breadth of communication; and makes recommendations for their integration at NEIST.
- Takes lead in the development of NEIST social media strategy and policies and their implementation. Develops, proposes and implements social media guidelines, procedures, templates, tools, reporting methodologies, standards, retention schedules in compliance with NEIST policies.
- Monitors, reviews, and analyzes comments and conversations on NEIST's social media sites and also on external social media, such as Twitter, Facebook, LinkedIn, YouTube, etc. to identify insights, emerging trends, risks and impact on NEIST, looking for opportunities for engagement.
- Responds to all social media inquiries/comments and/or coordinating with appropriate offices for response/action.
- Works with the Project Management Specialist to source, create (i.e. write short original content), edit, and post multi-media content on social media sites, including video dissemination on YouTube Channel or on website, and for distribution to external stakeholders; maintains all social media platforms for NEIST; and, ensures timeliness and quality of all activities given their visibility to the public.
- Coordinates the work of the Social Media and Web Assistant by assigning tasks, monitoring progress, and ensuring quality control.
- Generates, monitors, gathers, and interprets analytics, conducts preliminary analysis, and reports on the effectiveness and influence of NEIST's social media communications tools for reaching and engaging target audiences and on key performance indicators. Integrates social media analytics with Web and other analytics in coordination with other e-Communications personnel as needed for meaningful comprehensive analysis that informs decision-making and priority-setting.
- Develops key performance targets and data gathering processes for NEIST's social media channels, and provides a coordinated social media reporting function.
- Acts as a Centre of Expertise on Social Media at NEIST, providing training, advice and guidance to colleagues across the Centre.
- Provides expert advice, produces social media content, conducts consultations or research in the development and implementation of strategies, policies, guidelines, procedures, analytics, summary reports, and activities.

E. Desired Qualifications: A bachelor's degree in a relevant field. Proof of evidence in executing similar tasks as described in the Core Responsibilities section above. Evidence of quality social media content on TikTok, Facebook, You Tube, WhatsApp, X, Snapchat, LinkedIn, etc.

F. Mode of Application: To apply, submit your CV, academic documents, and samples of social media content and followers to: info@neist.ac.ug by close of business on **20th November 2024.** Please note applications will be received and evaluated on a rolling basis.