

# Social Media Officer Position

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<b>Position:</b>	Social Media Officer
<b>Reports to:</b>	Creative Director
<b>Location:</b>	Remote
<b>Posted Date:</b>	Posted September 15, 2022

## Overview

The adoption of blockchain technology is paving the way for innovative solutions to fundamental societal challenges. Blockchain initiatives can strengthen digital identities, improve value chains, reduce fraudulent elections, combat corruption, and preserve land and medical records, among other use cases.

Impact Plus seeks to achieve social impact through the implementation of blockchain solutions in Kenya, South Africa, Nigeria, Brazil and Mexico. We believe local players with deep societal understanding are well positioned to use this technology to build positive, viable, effective, and sustainable solutions. We partner with international blockchain organisations to gain valuable support and expertise for maximizing on-the-ground success.

The role of **Social Media Officer** will have an immediate impact on our community and it will be the manager of how the external people see Impact Plus.

The ideal candidate will have proven experience in strategic planning for social networks.

## Key Functions

- Works with the Creative Director to execute on social media strategy; creating audience journey segmentation and associated messages (awareness, interest, action, advocacy) that are aligned between audience and channel; conversion of value prop to humanizing story; and measurements for success.

- Monitors and moderates all social media communities daily for insight, action, questions, comments and thought leadership opportunities using social media tools.
- Monitors for competitive messages, brand mentions, and identifies key topics and reacts accordingly.
- Identifies and engages with key external influencers (customers, partners, analysts, media) to increase brand advocacy and use as a source of industry trends; conducts “newsjacking” where appropriate.
- Creates online campaigns, maillist and follow-up of partners.
- Creates complementary graphic images and videos.
- Translates or coordinates translations and content creation for different platforms in English, Spanish, Portuguese and local language.

## Key Competencies

- Excellent handling of digital metrics platforms such as Analytics, Google Ads and Twitter Ads.
- Experience with graphic design and video editing.
- Native english speaker or proficiency level.
- Excellent management of social networks.
- Planning, analytical and communication skills.
- Ability to work in a team.
- Aesthetic criteria.
- Methodical and attentive to detail.
- Good knowledge of social media strategy.
- Excellent communicator in written and verbal form
- Extremely versatile, dedicated to efficient productivity
- Experience planning and leading strategic initiatives
- Experience using media tools such as Photoshop, Adobe Premier and Pixlr.
- Understanding of impact projects is a plus.

## Time Allocation and Parameters

- A three-month trial period applies to the position, followed by a performance review and discussion of next steps.
- This is a part-time or full-time position.
- All selected candidates -as does all of the team- will pass basic trainings (workplace harassment, sexual harassment, etc.)
- The selected candidate will enter a consultancy agreement with Impact Plus.

### How to apply?

- Applications will be reviewed on a first-come basis.
- Apply at <https://www.impact-plus.io/careers>

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*At Impact Plus, we are committed to creating a diverse and inclusive environment of mutual respect. Impact Plus recruits, employs, trains, compensates, and promotes regardless of race, religion, color, sex, gender identity, sexual orientation, age, ability, national origin, or any other basis covered by appropriate law. All employment is decided on the basis of qualifications, competence, integrity and organizational need.*

*Impact Plus has a zero-tolerance policy on conduct that is incompatible with the aims and objectives of the company, including sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination. All selected candidates will be expected to adhere to Impact Plus' policies and procedures through a signed agreement.*