



## [RECRUITMENT] DIGITAL ENGAGEMENT OFFICER

Transparency International PNG (TIPNG) is a non-government organization dedicated to fighting corruption in PNG and promoting transparency, honesty and accountability in public and private dealings.

TIPNG is an equal opportunity employer who promotes respect in the work place. We take pride in also offering the following:

- A fun & exciting work environment with the opportunity to contribute to positive societal change
- Training & development for our employees
- Exposure to local, regional & international networks
- A competitive salary to attract the right person
- Access to supportive coaches and mentors

We are looking for suitable applicants to fill this new and exciting position as **DIGITAL ENGAGEMENT OFFICER**.

The newly created Digital Engagement Officer reports to the Deputy Director – Communications to build recognition of TIPNG’s work and values and harness wider support from anti-corruption champions.

This is an exciting opportunity for a savvy digital storyteller to design and execute creative strategies to advance TIPNG’s brand. The Digital & Citizen Engagement Officer will be responsible for Online Communications, Online Audience Development, producing content such as videos and social media graphics, taking photographs and working with our champions in sharing their stories.

### Generic Responsibilities

1. Ensure adherence to TIPNG policies and guidelines
2. Prepare and develop reports as required by management
3. Ensure proper filing of documents - online and offline
4. Actively seek Membership for TIPNG amongst stakeholders
5. Live and breathe the values of TIPNG within and outside of the organization and throughout all work carried out on behalf of the organization

### Key Areas of Responsibilities:

- Develop and implement digital engagement strategies to achieve mission and program objectives:
  - Develop creative engagement strategies for TIPNG’s online presence that integrates web, social, mobile, email and other platforms and reaches target audiences
  - Assist Communications & Marketing Lead to identify and plan digital communications priorities
  - Track and analyze results using Google Analytics, Facebook Insights, and other sources, to produce regular reports and make adjustments based on data collected.
  - Assist with the development of content, promotion and distribution of special projects, such as the annual report.
  - Write and edit engaging digital content, such as e-newsletters, web content, and social media posts.
  - Design social media cards, infographics, animations, and other visuals to enhance communications efforts.
  - Collect content and design layout of TIPNG’s bi-monthly membership update and other project updates.
- Oversee TIPNG’s web presence.
  - Keep day-to-day website and blog content accurate, appropriate, up-to-date and compelling
  - Ensure website structure, layout, navigation, images, graphics, and functionality to maximize user experience and meet communications goals
  - Engage with other teams to lead development of specific website functionality enhancements.

- Manage TIPNG’s School Based Civic Education portal on the TIPNG website
- Review and update website, in close consultation with Deputy Director – Communications and Communications & Marketing Lead
- Oversee TIPNG’s Social Media presence
  - Formulating high-quality novel written and visual content for each social media campaign.
  - Building a social media presence by maintaining a solid online presence.
  - Monitoring the company's brand on social media.
  - Managing our online communities to ensure respectful and appropriate engagement.
  - Responding to comments on each of our accounts.
  - Overseeing customer service provided via social media.
  - Analyzing data to determine whether social media campaigns have achieved their objectives.
  - Manage the TIPNG Facebook, LinkedIn and Twitter accounts
  - Oversee the Social Media Policy/Guide
  - Strategically identify, and post, engaging content for our social media feeds which will inspire people to support TIPNG’s work
  - Identify key influencers and conversations where we can engage to better showcase TIPNG’s work and expand its reach.
- Work closely with the Communications & Marketing Lead to develop multimedia content
  - Develop video storyboards and produce video content
  - Ensure Videos are captured at all TIPNG activities and events
  - Develop audio products when required
  - Take photos when required

## Requirements

- Solid knowledge of Adobe Creative Suite, Final Cut Pro, Premiere Pro, Audacity or other media editing software
- Analytics, visual storytelling, WordPress, Hootsuite, all the major social media platforms (Twitter, Facebook, LinkedIn) as well as a working knowledge of grammar and style
- Familiarity with web design and content management systems
- Excellent analytical, writing, editing, communication and project management skills
- An ability to multitask and perform under tight deadlines
- Strong verbal and written communication skills
- Relevant professional work experience in multi-media journalism, digital strategy and marketing, communications, or equivalent experience and training
- Willingness to work with a not-for-profit organization
- Tertiary qualification in relevant discipline
- Espouse in the values of TIPNG.

APPLICATION CLOSE: Friday 18 December 2020.

Applications must include:

- A CV no longer than 3 pages, include hyperlinks to digital products or digital portfolio
- A Letter of Application
- 3 most relevant certificates
- A list of 3 referees with reliable telephone number and/or email address.

Send applications to:

**Chief Executive Officer**

Transparency International PNG Inc.

P O Box 591, Port Moresby, NCD

Applications can be dropped off at the TIPNG office: Section 54, Lot 31, Lokua Avenue, Boroko

For more information, call Tel: 3234917 or 3237517 or email: [info@transparencypng.org.pg](mailto:info@transparencypng.org.pg)