### Job Description

<table>
<thead>
<tr>
<th>Job title:</th>
<th>Social Media and Website Content Editor</th>
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<tbody>
<tr>
<td>Immediate supervisor:</td>
<td>JMI Dean</td>
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<tr>
<td>Type of position:</td>
<td>Full time (40 hours a week)</td>
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<td>Type of contract:</td>
<td>One year renewable</td>
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#### Responsibilities

**Social Media Tasks:**

1. Develop and execute a social media strategy with the aim of improving JMI’s social media presence (boost likes, increase community engagement and attract new communities)
2. Generate, edit, publish and share engaging content on JMI’s social media pages (text, images, video, URLs) on a daily basis with special emphasis on highlighting JMI’s calendar of activities
3. Promote JMI’s functions and activities on the institute’s social media pages
4. Interact with users as JMI’s “voice” by participating in on-line conversations (answering questions, offering solutions, mediating conversations and sparking discussions). Monitor user generated content conversations
5. Manage and optimize JMI’s social media pages including Facebook, Twitter, LinkedIn, YouTube etc., and ensure they remain in line with the institute’s identity and branding
6. Identify and monitor media influencers, and attract them to JMI’s social media pages
7. Collaborate with other staff/departments to identify and develop content
8. Provide monthly reports to management on the progress and performance of JMI’s social media presence using relative reporting tools (Facebook Page Insights, Twitter Analytics, YouTube Analytics) and offer relative recommendations on how to improve
9. Keep current with emerging social media software

**Website Content Editing Tasks:**

1. Collect, write and edit website content (including text, photo and video images)
2. Post content on JMI website, and update as required ensuring information is correct
3. Design simple but tasteful ads and notices; invitations and greeting cards as well as basic promotional materials such as brochures and flyers using Photoshop, Illustrator, etc.
4. Design and develop an online newsletter for JMI
5. Create an e-mail database for JMI including the e-mail addresses of partners, stakeholders, media professionals, donners etc.
6. Study JMI’s website(s) and advise on enhancing functionality and design
10. Provide a monthly report to management on the visitors behavior for JMI’s website drawing on Google Analytics (or other web analytics tools), and offer recommendations on how to improve user experience and website traffic
7. Advise on JMI’s project websites, and maintain a consistent look and feel throughout all JMI’s web properties
8. Keep current with emerging web technologies
9. Create/edit simple/basic photo and video images for use on JMI’s website using Photoshop, Illustrator, Adobe Premiere or other suitable software (advanced knowledge is not required)

**Academic Qualifications**
Bachelor's degree in Communications, (New) Media, Journalism, Public Relations & Marketing, Graphic Design, IT or related field

**Skills and Requirements**
1. One to two years of experience in social media management and content editing
2. Experience in writing online content for multi-platform social media
3. Demonstrated experienced in using social media successfully to engage audiences
4. Very good command of social media and digital marketing tools (Facebook, Twitter, LinkedIn, YouTube, Pinterest, Flickr, Instagram etc.)
5. **Adequate knowledge** of image editing software such as Adobe Photoshop, Adobe Illustrator or other (advanced knowledge is not required, but ability to edit images is a MUST)
6. **Basic knowledge** of web design and web development; **basic knowledge** in WordPress (advanced knowledge is not required), basic skills in HTML and SEO
7. Ability in using Adobe Premier or any other video editing software is a plus
8. Excellent written and visual communication skills, with special emphasis on Arabic language proficiency
9. Very high attention to detail and sense of responsibility
10. Reliably meet deadlines and work quickly when necessary
11. Work independently and collaboratively in a fast-paced, creative environment
12. Good multitasking and organizational ability

**Job description established in:** March 2016