**Terms of Reference for Digital Marketing Officer**

**Post:** Digital Marketing Officer  
**Reporting relationship:** Reports to the Corporate Communications Manager

**RESPONSIBILITIES AND DELIVERABLES:**

1. Create visual aspects of marketing materials, websites and other media, including info graphics.
2. Monitor and evaluate effectiveness of all existing online marketing tools.
3. Researches and implement new online marketing opportunities.
4. Review, monitor and make updates to the websites and social media platforms (including content, video, photos, floor plans & pricing).
5. Assist in marketing content creation and implementation.
6. Work directly with Marketing manager to prepare a social media plan, timelines and priorities for individual events/performances.
7. Manage and grow social media presence and monitors social media analytics.
8. Capture photos for social media, websites, emails, e-newsletters and other marketing needs
9. Create or produce short videos for social media, websites, emails, e-newsletters and other marketing needs.
10. Assist in the development of timely reports and updates on results & activities.
11. Visit the project sites when required and assist in managing events.
12. Conduct all works if the Corporation assigned by the seniors, supervisors or management in relation to the scope of works of the Corporation to achieve its goals and targets.

**REQUIREMENTS**

* MQA level 5 qualification in Digital marketing/ Graphic Design/ Multimedia or any other relevant field.
* At least 1-2 years of professional work experience in the related areas
* Experience with office management software such as MS Office (MS Excel and MS Word) and familiar with other designing software such as Photoshop.
* Familiar with social media platforms and social marketing strategies.
* Ability to effectively manage multiple projects/tasks of varying complexities, meet deadlines and work well under pressure.
* Strong Communication Skills (Both verbal and written).
* Strong understanding of Corporation’s business and marketing strategy
* Ability to Multi-task, work independently and as a team.
* Excellent organization and time management skills.