

Title: Communications and Social Media Officer

Starting Date: 29/08/2023

Deadline: 06/09/2023

Duty Station: Country Office

Status: Full-Time

About VHI

"Vision Hope International e.V. is a humanitarian and development organization working with local communities and authorities in the Middle East and North Africa (MENA) region to transform societies in greatest need. Our aim is to alleviate extreme poverty by providing food security for families, protection and education for orphans, community integration for refugees and people with disabilities, and sustainable development that promotes human well-being. For more information about our organization, please visit our website at www.vision-hope.org."

Duties and Responsibilities

Managing all Social Media accounts and Developing Content

- Content creation and full-service management of the VHI official social media platforms to further strengthen the VHI presence online.
- Managing all Social Media accounts and Developing Content
- Community management of FB pages, Twitter, Instagram, Tiktok, and YouTube (answering queries, filtering spam comments, editing copies, and other necessary tasks related to social media management)
- Generate awareness for both VHI social media pages and VHI website as credible platforms for development activities and humanitarian response carried out by the organization information
- Document all VHI project activities, success stories, and make media coverage
- Develop creative and engaging social media strategies and monthly content calendar
- Prepare and design various reports, reels, and designs for social media.
- Prepare and design brochures and awareness leaflets about the projects implemented by the organization, supported by pictures and success stories, in coordination with the programs.
- Document all project activities, success stories and make media coverage.
- Archive all data and informational materials belonging to the VHI in MS teams.
- Support in the update of the Vision Hope International website.
- Monitor the performance and progress of all the official social media accounts of VHI using top tier listening and social media tools.
- Translation the needed reports, stories, social media post, and any related documents from English to Arabic and vice versa.
- Monitoring the content and the comments shared across our social media accounts to uphold content quality and prevent any breaches that infringe upon publishing, press, and intellectual rights laws. Additionally, it is imperative to ensure that all our

publications align with and respect the ethical standards, social norms, and traditions of Yemeni society.

Monitoring Social Media

- Manage the day-to-day handling of all social media channels
- Schedule and publish - schedule posts across multiple social platforms.
- Report and measure - track your audience and get insights into your community
- Track metrics such as impressions, fan base growth, reach, demographics, audience location, audience online schedule, top performing posts for example.
- Prepare and design various reports and designs for social media
- Creation of campaigns to generate engagement
- Creation of materials that will improve of for development activities and humanitarian response carried out by the organization
- Conducting campaigns for development activities and humanitarian response carried out by the organization on all social media
- Present from time-to-time different social media trends and new social media platforms that can help VHI to its presence and financing for development activities and humanitarian response carried out by the organization

Communications

- Collaborating closely with the Senior DigitalMedia and Communications Officer in Jordan on the development of a social media strategy and communications materials
- Collaborating with the Programmes' managers/ media officers to identify and select key volunteers/ beneficiaries with extra-ordinary and inspiring stories and brainstorm ideas to highlight selected volunteers across different media channels (i.e. short videos, blog stories, media interviews, etc.).
- Provide monthly comprehensive performance reports for VHI 's review and evaluation in creating visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, and captivate donors and communities.
- Repurpose content for use across an array of communications channels, including print products, interactive documents, social media, video, advertisements advertisements, brochures, magazines, posters, and reports.
- Liaising with the field coordinators, the Media Officers, and local partners in the governorates to collect testimonials and human-interest stories from our ongoing Programmes to be used for various purposes including articles, blogs, website news stories, newsletters, programme case studies and social media. This includes field visits to interview participants in order to build compelling impact stories
- Translate between Arabic and English (German is a plus) and vice versa, with highest attention to detail
- Train the media employees and partners to use the MS teams, Sync data, and Media Library.
- Follow up with the VHI partners on uploading monthly reports, photos, stories, videos, and share updates on MS Teams.
- Support with the VHI annual report.
- Attend monthly meetings with projects/programmes Managers and Partners.

Education And Skill Requirement:

- Bachelor's degree in Media, Marketing, Journalism, Mass Communications, or any related field.
- Fluent English and Arabic.
- Minimum 2 years of experience working in a similar position.
- Professional Photography and Videography skills are desirable.
- Ability to deal with design and montage programs (Adobe Creative Cloud).
- Formulating and Editing content skills for all projects required.
- Most importantly, enthusiasm, ability to work under pressure with tight deadlines and a genuine interest in the work of an INGO.
- Self-motivated
- Strong experience in social media strategy and content creation
- Good writing is a must.
- Familiarity with Microsoft Office
- Experience with WordPress and Translations
- Ability to take initiative and work independently
- Strong communication skills and creativity

How to Apply

- Please Use this link to apply for the position: [Click Here](#)
or link here : <https://forms.office.com/r/YzYaUbuCLT>
- **Note: Only filled forms in the link above will be considered as candidates.**
- CV, Cover letter, a copy of the university degree, and Experience certificates send them via email to: Recruitment.Yemen@vision-hope.net
- Please write the job title and location in the Subject Field of your email as **Media Officer**
Only short-listed candidates will be contacted.
- **RECRUITMENT IS URGENT:** Interested candidates are encouraged to apply as soon as possible and not to wait until the closing date.