

**MINISTRY OF FINANCE  
VACANCY FOR SOCIAL MEDIA COORDINATOR  
CENTRAL COMMUNICATIONS UNIT**

Applications are invited from suitably qualified college graduates to fill vacancy for a Social Media Coordinator within the Central Communications Unit, at the Ministry of Finance.

**Minimum Qualifications Required:**

**Applicants must possess:**

- i. A Bachelor's Degree in Social Media Marketing, Online Marketing, Public Relations, Marketing & Advertising, Strategic Communications or equivalent combination of education from an accredited college/university or professional institute.
- ii. 2+ years social media management or online marketing experience in a professional/corporate or public service environment.
- iii. Work experience in finance/business related fields *preferred*

➤ **Competencies/Skills Required:**

- i. Passion for social media and proficiency with major social media platforms and social media management tools, including content automation, social media listing, and analytics.
- ii. Strong oral and written communication skills (copywriting and copy-editing)
- iii. Aptitude at delivering creative content
- iv. Knowledge of the web, technology, social platforms, current and future trends.
- v. Highly organized and creative.
- vi. Ability to work independently to meet expected deadlines and schedules.
- vii. Demonstrated team player.
- viii. Intermediate to expert level proficiency in relevant Adobe Creative Suite software or comparative programs
- ix. Ability to produce graphic and multimedia collateral to support all of the functions of the Communications Unit
- x. Intermediate level of proficiency in photography
- xi. Familiarity with email marketing software *preferred*
- xii. Proficiency with video and photo editing tools, digital media formats *preferred*
- xiii. Proficiency in keyword research, SEO and Google Analytics *preferred*

➤ **Job Summary:**

The Central Communications Unit is responsible for the planning, coordination and execution of all communication activities for the Ministry of Finance (MOF) and its five subsidiary agencies, including: The Department of Inland Revenue, Bahamas Customs Department, The Public Treasury Department, Department of Statistics and the soon to be formed Public Procurement Department.

The Social Media Coordinator will be responsible for designing and implementing a wide range of social media marketing strategies to increase audience reach and engagement on social media; to drive public awareness about the Ministry's initiatives and key messages; to increase traffic to the Ministry's relevant websites, and to advance the Ministry's overall communication objectives, including for project-related communication campaigns.

➤ **Job Responsibilities:**

- i. Manage all social media accounts for the Ministry including Facebook, Twitter, Instagram and other platforms as may be necessary to ensure relevance and market reach.
- ii. Ensure the Ministry's social media presence is integrated fully with the Ministry's publicity efforts.
- iii. Lead the creation and editing of written, video, and photo content that drives user engagement and distills complicated policy issues into easy to understand messages and content, including headlines, news releases, advertising copy, infographic copy, and other forms of digital content
- iv. Devise and manage content plan to produce live social media coverage of Ministry and stakeholder events.
- v. Attend and cover live events for social platforms including photography to support digital communication needs
- vi. Collaborate with the Comms team to create a social media calendar
- vii. Communicate with both industry professionals and social media influencers to create a strong social network
- viii. Monitor social media channels for audience and sentiment analysis
- ix. Interact with users and respond to social media messages, inquiries, and comments in all social media news feeds and messaging boards
- x. Review analytics and create reports on key metrics
- xi. Cooperate with the related agencies/departments in order to publish content on social networking platforms
- xii. Manage multiple projects in a fast-paced, collaborative environment with a high-volume workload, requiring short deadlines/turnaround times.
- xiii. Modify and revise deliverables for approval based on internal feedback or direction
- xiv. Create and maintain a comprehensive archive of communication assets produced in a centrally prescribed location.
- xv. On call support for posting to social media and responding to social media inquiries for time sensitive priority initiatives.
- xvi. Other relevant duties as may be prescribed

**The position is on contractual terms for a period of three (3) to six (6) months at a competitive salary.**

**Application Submission Deadline: April 30, 2021**

A resume and a completed Government Employee Application Form should be scanned and submitted electronically to [mofjobs@bahamas.gov.bs](mailto:mofjobs@bahamas.gov.bs). The Government Employee Application Form is available online at: <https://bit.ly/2MBy84e>

Place the job title in the subject line when submitting your email (e.g. Job Application: Social Media Coordinator) Include proper contact details (email address, telephone contact) should we wish to reach you.

**Applicants that do not have the basic qualifications will not be considered.**