

**MINISTRY OF FINANCE
VACANCY FOR DIGITAL CONTENT MANAGER
CENTRAL COMMUNICATIONS UNIT**

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

Minimum Qualifications Required:

Applicants must possess:

- i. A Bachelor's Degree in Marketing, Design, Tech, English and/or Communication or related field from an accredited college/university
- ii. Minimum of 3+ years or equivalent work experience and knowledge in content/strategy development & management systems including: social media, website content management, digital and email marketing
- i. 3+ year (s) knowledge/experience of media production and communication dissemination techniques and methods in a professional/corporate or public service environment
- iii. Work experience in finance/business related fields *preferred*

Competencies/Skills Required:

- i. Strategic thinker able to articulate brand/project vision, as well as anticipate and identify both internal and external needs of the Ministry and its agencies
- ii. Creative problem solver able to collaborate with a diverse cross-functional team.
- iii. Strong prioritization and decision-making skills, with excellent attention to detail.
- iv. Proficient in Microsoft Office and other office related software.
- v. Skilled manager who can direct the rollout of brands and projects from start to finish.
- vi. Strong verbal and written communication skills with an ability to present information in group environments.
- vii. Analytical ability to translate data into actionable insights, must have solid understanding of social and digital analytics and reporting.
- viii. Proficiency with email marketing software *preferred*
- ix. Proficiency with video and photo editing tools, digital media formats *preferred*
- x. 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 Digital Content Manager will create and manage engaging content for digital marketing initiatives. Including website content, social media content and online advertising content both internally and externally for the Ministry. In addition, this role will oversee the management of the Ministry of Finance's website, email marketing initiatives, online advertising, support all social media management initiatives and the general work of the Central Communications Unit.

Job Responsibilities:

- i. Manage the day-to-day execution of the website content management strategy, including scheduling, posting, and community managing on all current and other emerging social platforms.
- ii. Build and oversee the monthly content calendar to plan optimized content for each platform and digital touchpoint.
- iii. Collaborate with the creative team to proactively develop and deliver best-in-class digital content.
- iv. Develop a deep understanding and ownership of brand voice of The Ministry as it is represented digitally.
- v. Moderate the collection, curation, and integration of user-generated content on social media and website.
- vi. Source stock photography as needed and coordinate with other agencies to source relevant photography.
- vii. Create and edit original copy that is accurate, engaging and which meets the Ministry's needs and deadlines, for dissemination across the various channels listed in point two (2) including but not limited to: frequently asked questions, fact sheets, headlines, email blasts etc.
- viii. Own the development and execution of digital media strategies against key initiatives including community building, fan growth, brand awareness, and advocacy.
- ix. Act as the liaison who coordinates across departments to source and craft content into a cohesive story that is delivered on business objectives across all digital channels.
- x. Provide creative direction and input on all digital content created for various ministry and agency projects.

- xi. Manage multiple projects within a fast-paced, collaborative environment with a high-volume workload, requiring short deadlines/turnaround times.
- xii. On call support for time sensitive priority initiatives.
- xiii. 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. 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: Digital Content Manager) 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.