

Social Media Officer

Background

This position is for the role of Social Media Officer within NjordFrey Ltd. We are a registered social enterprise in Rwanda, looking to provide smallholder farmers with advanced farming solutions, in the form of aquaponics, to decrease levels of malnutrition for their communities while increasing economic growth.

We are launching our flagship farm and expanding the team as we move into implementation.

Social Media Officer Responsibilities and Duties:

Social Media Development

- Developing the social media presence of NjordFrey on multiple platforms.
- Taking pictures and videos, editing graphics to an intermediate/professional level, and writing posts on a weekly basis to increase awareness of NjordFrey.
- Continual posts on a weekly should align with the overall strategy.
- Develop new and engaging concepts on social media platforms to engage with and generate new followers.

Communication Strategy

- Develop social media content that aligns with the company's communication strategy and advise the management of all feedback received from followers.
- Support developing month newsletters to share progress made in month.

Stakeholder Focus Group Engagement

- Based on the different stakeholder groups identified in the communication strategy / by management, ensure that the various social media platforms are being fully utilised to target different groups.

Fundraising

- Support fundraising activities through the various social media platforms to raise awareness and engagement.

General

- The role may require translating English into Kinyarwanda when engaging users on different platforms.
- The Social Media Officer will report to the Communication Officer and/or senior management.
- This is a non-exhaustive list of duties. The role is dynamic and offers great variety and suits someone who is adaptive, flexible and a positive outlook.

Experience:

We are looking for someone with:

- A Communication, Marketing, Media background, or similar.
- Experience developing professional content for various social media platforms.
- Strong social and personable skills within the team and with external stakeholders.
- Excellent written and verbal English and Kinyarwanda skills.
- Proficient in generating newsletters and social media content i.e. graphic editing.
- Positive and flexible outlook and interested in working in a team environment.
- Good time keeping skills to ensure strategy is consistency delivered to drive and raise awareness of NjordFrey's brand.

Duration: 6-month assignment, with an initial trial period.