

EXTERNAL VACANCY

CORPORATE COMMUNICATIONS OFFICER - DIGITAL

COMPANY: Housing Development Corporation

DIVISION: Corporate Services Division

UNIT/DEPARTMENT: Corporate Communication

CATEGORY OF STAFF: Contract

JOB PURPOSE:

- The incumbent is required to provide support to all media relations and events management activities of the Trinidad and Tobago Housing Development Corporation.

WORKING RELATIONSHIPS:

- Reports to the Manager, Corporate Communications
- Works closely with service providers, internal and external stakeholders

MAJOR DUTIES & RESPONSIBILITIES:

- Leads the implementation of social media strategies, manages content, and grows the online presence of the Trinidad and Tobago Housing Development Corporation (HDC) and its Subsidiaries.
- Handles the organisation and management of digital content using content management systems, including regular updates.
- Collaborates with cross-functional teams to develop engagement strategies and analyse social media performance for continuous improvement.
- Explores new social platforms for expansion to drive citizen engagement.
- Develops and manages engaging content in platform-appropriate formats for the organisation's website and social media.
- Conducts research for content development.
- Performs video transcription and captioning, ensuring the quality and accuracy of published material.
- Develops digital content, including graphics, videos, and written posts for social media, websites, and email campaigns.
- Manages social media accounts, including scheduling posts, engaging with followers and analysing performance metrics.
- Aids in the project implementation of traditional and new media initiatives, focusing on effective content preparation, presentation, and prompt specification updates.
- Assists in the development and implementation of communication initiatives.
- Monitors and reports on digital campaign performance, providing insights and recommendations for improvement.
- Stays informed about current digital media trends and suggests new ideas for digital media strategies.
- Provides photography services for the HDC and its Subsidiaries at events.
- Takes pictures of subjects using cameras and oversees the editing and processing of images in digital or print format.
- Archives photographic images and maintains database.
- Manages photography sessions.
- Uses and maintains modern and traditional technical equipment (cameras, lenses etc.).
- Assembles and sets up a range of technical tools and equipment used in photography, such as cameras, lenses, camera stands, lighting equipment, and backdrops.
- Collaborates with multimedia professionals to produce a combination of photos, videos, and sounds.
- Maintains up-to-date knowledge of recent digital and film photography techniques and adjusts accordingly to industry changes.
- Plans, shoots, and edits video content that highlights government services, initiatives and events.
- Assists in crafting compelling narratives that effectively communicate the purpose and impact of government services to the public.
- Performs any other related duties and responsibilities consistent with the job title/position.

QUALIFICATIONS AND EXPERIENCE:

- Training as evidenced by a recognised University degree in Communications, Marketing, Multimedia, Digital Media, Graphic Design, Computer Science or a related field.
- Technical Vocational Training in Photography as evidenced by a Certificate from a recognized institute.
- Minimum of 3-5 years' experience in providing photography services for corporate events
- Training as evidenced by Certificate in digital media arts, Multimedia Studies, or equivalent technical certification.
- At least one (1) year experience engaging audiences through effective management or social media channels.
- Familiarity with still and video camera operation, as well as video, audio, podcasting, and image editing tools would be an asset.
- Search engine optimization.
- Any suitable combination of experience and training.

KNOWLEDGE AND SKILLS:

- Knowledge of media issues, social marketing theory and practice, communications strategies and implementation and behavioural sciences.
- Knowledge of marketing, public relations, advertising, promotion and other marketing communication methods.
- Knowledge of current theories and practices in communication research, planning and strategy, and the role of mass media.
- Some knowledge of the constitution of the Republic of Trinidad & Tobago.
- Knowledge of protocol procedures.
- Proficiency in the Adobe Creative Suite, including Photoshop, Illustrator, Premiere Pro, and After Effects, for creating and editing a variety of digital content.
- Proficient in content management systems and analytics software.
- Considerable knowledge of web content identification, collection, standardization, organization, presentation, security, and management using associated tools.
- Familiarity with still and video camera operation.
- Proven professional shooting experience, lighting and printing skills.
- Proficiency with traditional and modern equipment.
- Search engine optimization.
- Familiarity with social media platforms (e.g., Facebook, Twitter, Instagram, LinkedIn) and management tools (e.g., Hootsuite, Buffer).
- Competency in applying photographic best practices and techniques.
- Photojournalistic approach to taking images.
- Ability to take candid shots.
- Ability to take headshots.
- Strong Writing and Editing Skills.
- Excellent communication skills (oral and interpersonal).
- Excellent writing and editing skills, including a strong command of English.
- Excellent presentation skills.
- Ability to work in a diverse, dynamic environment.
- Ability to multitask and complete numerous tasks within deadlines.
- Ability to maintain confidentiality.
- Ability to interpret data and prepare reports.
- Effective problem-solving, time management, planning and organizational skills.

PHYSICAL REQUIREMENTS:

- Prolonged periods sitting at a desk and working on a computer.
- Maybe required to work in outdoor weather conditions when required.