

Terms of Reference

**Job Title:** **Social Media Consultant**

**Location:** **Abuja**

**Responsible to:**  **Communications Coordinator**

**Duration:**  **12 months contract**

**Job Purpose:**

The overall purpose of this position is to strategically manage and strengthen the social media presence of key leadership within the organization. The role will leverage digital platforms to amplify the organization’s impact, highlight leadership contributions to social justice, policy influence, advocacy, and humanitarian efforts, and foster meaningful engagement with a diverse range of stakeholders.

A high level of discretion and a strong commitment to confidentiality are essential, especially when handling sensitive issues.

**Specific Duties & Responsibilities:**

1. **Content Creation:**

* Develop engaging and relevant content for all social media platforms of the ActionAid Nigeria’s leadership ensuring that curated content aligns with ActionAid's mission and values.
* Curate and share innovative multimedia content and designs (graphics, videos, infographics, photos) that showcase the professional achievements, thought leadership, and positive impact of the ActionAid’s engagements and activities.

1. **Brand Representation:**

* Effectively manage and represent a high-level professional profile on social media platforms, ensuring all content aligns with ActionAid’s mission and values.
* Encourage and facilitate the sharing of insightful articles, blogs, and opinion pieces authored by the individual, positioning them as a credible voice in social justice, advocacy, and humanitarian discourse.
* Align the social media presence with emerging topics, trends, and conversations relevant to social justice, development, and advocacy.

1. **Social media management:**

* Regularly update and maintain the social media accounts under the guidance and approval of the communications Coordinator
* Monitor and respond to comments, messages, and mentions on the social media platforms.

**Persons Specifications:**

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| **Attributes/Skills** | **Essential** | **Desirable** |
| **Education/**  **Qualifications** | * First degree in Mass Communication or any relevant field. |  |
| **Experience** | * Proficient in using major social media platforms such as X, Facebook, Instagram, and LinkedIn. * Knowledge of Content production; video, graphics design. * Proficiency in mobile photography and videography | * Content production/ Photography skills |
| **Skill Abilities** | * Comfortable using social media management tools, mobile graphic design software and mobile editing tools for content creation. * Basic understanding of analytics tools to track social media performance. * Ability to work independently and as part of a team. * Reliable and responsible with a strong sense of accountability. * Enthusiasm for the organization's mission and values. * Outstanding interpersonal and communication skills. * Able to manage time effectively to meet posting schedules and deadlines. * Flexibility with work hours * A keen eye for detail to ensure accuracy and professionalism in social media posts. * The ability to handle confidential information with discretion and integrity is highly essential. |  |
| **Personal Qualities** | * Creative and takes initiative. * Comfortable approaching and engaging with people in public settings. * Team player with the ability to work collaboratively in a multicultural environment. * Able to work effectively in a diverse team environment * Self-motivated person able to work with minimum supervision * Ability to relate with AAN’s mission values, and objectives. * Enthusiasm for the organization's mission and values * Proactive and self-motivated with a positive attitude. * Reliable and responsible with a strong sense of accountability. |  |

Signed by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Social Media Consultant**

Signed by: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Communications Coordinator**