



# CARIBBEAN FISHERIES TRAINING AND DEVELOPMENT INSTITUTE

## JOB DESCRIPTION

**Job Title:** WEBSITE AND SOCIAL MEDIA OFFICER

**Job Summary:** The incumbent is responsible for supporting, operating, troubleshooting and maintaining, a CFTDI's website and diverse social media platforms to promote and market the business and services of CFTDI. Must be able to make content that fits short and visually-appealing style on TikTok, Instagram and any acceptable social media platform to boost user experience. This role also requires technical expertise, creativity, and organizational skills in audio visual systems (AV) and equipment to ensure all AV deliverables meet high-quality standards.

**Reports to:** PRINCIPAL

### Duties & Responsibilities

- Manage and maintain content on CFTDI website and social media platform
- Create engaging content visually-appealing style on platforms like TikTok and Instagram and all social media platform
- Post and update website to promote and market the business and services of CFTDI
- Post pictures, text and videos conveying the Company's activities and achievement
- Report potential issues and crises on social media platforms
- Use data insights to develop new strategies for increasing engagement and growing the online community
- Manages and maintain Company's website back end
- Create video testimonials where possible
- Assist in the implementation and development of communication
- Provide technical guidance for virtual or hybrid meeting platforms such as Zoom and Teams
- Assist in Career Day and Outreach Program initiatives
- Set up, configure, and operate AV equipment, including projectors, microphones, speakers, lighting systems, video cameras, and broadcasting tools, for events, presentations, and meetings
- Ensure AV systems are functioning optimally and meet event-specific requirements.
- Diagnose and resolve technical issues related to AV systems and website promptly
- Provide technical guidance for virtual or hybrid meeting platforms such as Zoom and Teams
- Performs other related duties as required

### **Qualifications and Experience:**

- Training as evidence by Bachelor's degree in Marketing, Communication or related field
- Minimum of Three (3) years' experience in website operation, maintenance
- Demonstrated experience managing multiple social media platforms
- Minimum of Two (2) years' experience in Audio Visual equipment operation, maintenance, and troubleshooting
- Graphic Art design
- Experience in social media marketing
- Experience with multimedia platforms
- Any suitable combination of experience and training

### **Knowledge Skills and Abilities:**

- Confidentially
- Strong communication skills
- Proficiency in graphic design and multimedia tools such as Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects) or similar software
- Video editing software(Adobe premiere final, Cut Pro and graphic design tools)
- Familiar with social media platforms (e.g. Facebook, Twitter, Instagram, LinkedIn and management tools (e.g. Hootsuite, Buffer)
- Familiar with Google Analytics, Canva, Facebook Ads Manager
- Basic understanding of Website management
- Up to date with the latest trends, best practices, and technologies in social media;
- Sound knowledge of cameras and lighting techniques
- Excellent knowledge of Microsoft 365
- Ability to use computer systems for multimedia projects
- Ability to work flexible working hours