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Botswana Harvard AIDS Institute Partnership is a collaborative research and training initiative between government of Botswana and the Harvard School of Public Health. BHP is dedicated to fight HIV/AIDS and related public health challenges through collaborative research, education and capacity building. Botswana Harvard AIDS Institute Partnership invites professional, assertive, hands on, results driven individuals, with good interpersonal skills and a keen interest in research to apply for the following role:

DIGITAL MARKETING AND COMMUNICATIONS OFFICER

The incumbent will be responsible for overseeing the internal and external marketing campaigns of the organisation, such as, implementing the communicational and marketing strategy and managing stakeholder engagement. He/she will be responsible for developing and executing digital communication strategies across all channels (corporate website, social media, etc) that support BHP communications strategy.

The successful candidate will also be responsible for the following:

1. Identify subjects of interest to develop and improve media/communication activities.
2. Produce public information material such as press releases and media advisories on BHP events, products and issues for dissemination to the print, electronic and online media, as well as media talking points for selected spokespeople.
3. Build relations with the national media and ensure that Health Issues, and BHP successes are regularly profiled by the national media.
4. Take photographs of key BHP events and activities for use on BHP websites, as well as on social me-dia.
5. Organize photographic shoots and interviews and filming opportunities to support high-visibility of BHP achievements through television, radio and newspapers, etc.
6. Manage the social media accounts in compliance with guidelines and standards used throughout the Organization, to ensure consistency of approach. Regularly update content on these platforms.
7. Manage the development and maintenance of BHP website, in compliance with guidelines and standards used throughout the Organization, to ensure consistency of approach. Regularly update content on the website.
8. Support the monitoring of miss/disinformation circulating on social media and local, regional, and international media.
9. Research and write feature stories and messages, ideally bringing in a human element from real life experiences.

Qualification & Experience

- Degree in Communications, Public Relations, Media Studies or related.
- Experience and knowledge in Graphic Design is a requirement.
- Minimum of 2 years post qualification experience in similar role.

Candidates who meet the above requirements are encouraged to forward the complete CV's and relevant certificates to: recruitment@bhp.org.bw

Closing Date for applications: 15 July 2022

Only shortlisted candidates will be responded to.