

12/11/2023

South Sudan

VACANCY ANNOUNCEMENT:
*(External)***Ref No.** BBC MA/JBA/2023/17/NOV/06/SMS-LIL

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| Job Title: | Social Media Specialist |
| Number of positions | One (1) |
| Line Manager: | Projects Manager |
| Contract type/Time: | 10 months fixed term |
| Location: | Juba, with travel to the field |
| Eligibility: | South Sudan National only |
| Deadline for submission: | 30 th November 2023, 5 PM CAT |
| NOTE: | AS THIS POSITION IS URGENTLY REQUIRED, SHORTLISTING MAY START BEFORE THE APPLICATION DEADLINE. |

ABOUT BBC MEDIA ACTION:

BBC Media Action believes in the power of media and communication to help reduce poverty and support people in understanding their rights. Our aim is to inform, connect and empower people around the world. We are passionate about people getting the information they need and in turn being able to communicate – to good effect – with those in power.

To achieve this, Media Action partners with civil society, local media, and governments to:

- Produce creative programmes in multi-media formats, based on robust research, which inform and engage audiences around key development issues.
- Strengthen the media sector through building professional capacity and infrastructure.

BBC Media Action delivers a portfolio of media and communication for development projects in South Sudan. We seek to expand this portfolio of work, ensuring that existing projects are delivered on time, to budget, to the highest standards, and in accordance with BBC editorial values as well as Media Action best practice.

PROJECT BACKGROUND:

Life in Lulu is BBC Media Action's long-running radio drama in South Sudan. In the past the storylines focused on beliefs about health, conflict, and peaceful co-existence. To date, 8 series of the drama have been produced and BBC Media Action is preparing to produce an additional 2 series. These will focus on youth civic engagement, including sexual and gender-based violence. The drama will be produced in local languages and broadcasted nationally and across community stations, use digital platforms and work with CSOs to implement community outreach activities.

OVERALL, PURPOSE OF THE JOB:

To take responsibility of the launch of the first BBC Media Action South Sudan social media channels on Facebook, Instagram, and others. To lead the social media production team in creating bespoke content for social media on multiple social networks like Facebook, Instagram and others, including interviews, video incl. short form video, photos, infographics and other editorial content. To promote content on social media in original ways, best suited for each respective platform. To engage online communities and



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influencers and facilitate conversations on social media. To ensure that BBC Media Action production, editorial and safeguarding standards are met for all social media posts published on BBC Media Action South Sudan social media channels. To ensure that social media content reflects the social, cultural and gender diversity of South Sudan.

Main Duties:

- Take responsibility for managing all BBC Media Action South Sudan's social media accounts like Facebook, Instagram, and others, and deliver viable strategies to build communities there, as required.
- To create multimedia content for publication on multiple social media platforms, as appropriate to each platform, whilst adhering to the BBC Media Action project objectives, editorial guidelines, information security and production standards.
- Responsible for ensuring that the social media production team originate and produce platform and topic relevant social media posts which may include scripting, editing, filming and presenting content across multiple social networks.
- Responsible for building up community and engagement around the new BBC Media Action South Sudan social media channels, by designing and delivering effective and platform relevant content strategies, social media campaigns, and engaging influencers, etc.
- To originate and execute innovative formats for social media posts best suited for each social network, including Facebook, Instagram and others as required.
- To test and optimize these formats using social analytics tools like Meta Business Suite, CrowdTangle and others, as necessary.
- To engage influencers and communities within the South Sudan social ecosystem around BBC Media Action South Sudan social media content.
- To ensure that social media content adheres to the BBC Media Action standards of diversity, inclusion, equity, and gender equality.
- To experiment with emerging tools and platforms and facilitate their adoption by other team members, e.g., championing social live streaming of studio guests.
- To conduct, film and edit interviews in the studio and/or in the field, live or pre-recorded.
- To take the lead in liaising with contributors and other project team members, including researchers to ensure that the project objectives and engagement targets are met on all social media channels.
- To ensure that the social media team deliver to deadline while maintaining the highest editorial, production, legal, contractual and copyright standards, referring upwards in cases of difficulty or doubt.
- After appropriate training, to be able to use a range of video, audio & digital equipment and information technology to research and create content in the appropriate medium, to the highest professional standards.
- All Social Media Producers may be required to travel off base on short production trips and assignments.
- Manage the budgets for all social media content production related activities.
- Monitor insights and use the data to understand current trends and audience information needs.



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- Originate and re-purpose BBC Media Action content for the various social media outputs.
- Develop a high level of audience engagement on our platforms, including timely responses to private messages, responding to audience questions / comments, thanking audiences for contributions etc.
- Collaborate with Research and Learning staff, ensuring analysis, insights and feedback are considered in the production cycle.
- Take responsibility for the security and maintenance of equipment and other assets that have been assigned to the role and/or are being used in the programme production.

PERSON SPECIFICATION - REQUIRED KNOWLEDGE, SKILLS, AND EXPERIENCE

- A bachelor's degree in media / communication / social sciences
- 3+ years previous work experience in a similar role
- Proven experience of editorial judgment, writing ability and production skills based on substantial experience in a media or other content creation organization with a focus on social media. A demonstrable personal social media presence in a professional capacity, including engagement with influencers on social media.
- Proven experience creating engaging content, formats, and campaigns for social media.
- Ability to work effectively as a team leader, acting fairly and resolving conflicts where necessary. Proven ability to prioritize and plan activities taking into account all the relevant issues and factors such as deadlines, resources, team travel, etc.
- An in-depth understanding of the South Sudan social media ecosystem, the BBC Media Action South Sudan target audience and original and realistic ideas as to how BBC Media Action South Sudan can build up its first social media channels, grow its social presence, and engage influencers on social media.
- Proven experience in social-media content production and audience engagement. Substantial knowledge of how to optimize posting and engage audience on Facebook, Instagram and other platforms.
- Excellent digital skills including use of graphics editors to create photo collages and infographics, smartphone apps and other. A self-learner approach to new technologies and an understanding of their potential is essential.
- Excellent video shooting and editing skills, including using smartphone apps and other. A committed self-learner approach to new video editing tools like the Adobe Creative Suite, Canva, etc.
- Knowledge of the aims, objectives and standards of BBC Media Action in South Sudan
- A full command of relevant South Sudan languages, and a good knowledge of English, including complete comprehension of written and spoken English and the ability to communicate effectively.
- Demonstrates a commitment to improving diversity and gender equality in BBC Media Action South Sudan, on and off social media platforms, and understands how individual differences can benefit BBC Media Action.
- Proven record of growing online audiences, especially on social media



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- Working knowledge of creative tools and applications such as Adobe Creative Cloud
- Experience working with social media business tools and a good understanding of their analytics and algorithms.
- A proven record of creative storytelling for social and behaviour change communication purposes is desirable.
- Excellent interpersonal and communication skills

COMPETENCIES:

The following competencies (behaviours and characteristics) have been identified as key to success in the job. Successful candidates are expected to demonstrate these competencies.

- **Analytical Thinking** – Able to simplify complex problems, processes or projects into component parts, explore and evaluate them systematically. Able to identify causal relationships, and construct frameworks, for problem-solving and/or development.
- **Decision making** – Is ready and able to take the initiative, originate action and be responsible for the consequences of the decision made.
- **Planning and organisation** – Is able to think ahead in order to establish an efficient and appropriate course of action for self and others. Prioritises and plans activities considering all the relevant issues and factors such as deadlines, staffing and resources requirements.
- **Resilience** – Can maintain personal effectiveness by managing own emotions in the face of pressure, setbacks or when dealing with provocative situations. Can demonstrate an approach to work that is characterised by commitment, motivation, and energy.
- **Influencing and persuading** – Ability to present sound and well-reasoned arguments to convince others. Can draw from a range of strategies to persuade people in a way that results in agreement or behaviour change.
- **Communication** – The ability to get one's message understood clearly by adopting a range of styles, tools, and techniques appropriate to the audience and the nature of the information.
- **Managing relationships**– Able to build and maintain effective working relationships with a range of people.
- **Self-development**– Is able to identify and apply opportunities for learning and development.

APPLICATION SUBMISSION CRITERIA:

To apply, please submit your **CV** of maximum 3 pages, **cover letter**, Copies of **Academic documents**, and **National ID Card** to email address Recruitment@ss.bbcmediaaction.org.

OR

Submit at the BBC MA office. Ensure to register before submission of your application.

MANDATORY:

The position should be clearly indicated in the email subject line as **"Social Media Specialist _ BBC MA/JBA/2023/17/NOV/06/SMS-LIL"**.



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SAFEGUARDING:

The role involves working with groups of vulnerable children and adults. BBC Media Action is committed to providing a safe and trusted environment for every person connected to the work we do; and to preventing any type of unwanted behaviour including sexual harassment and exploitation, abuse, and financial misconduct (a zero-tolerance policy). Any candidate offered a job with BBC Media Action is expected to share and demonstrate our values and adhere to BBC Media Action' Safeguarding policy and sign BBC Media Action' Code of Conduct. A police or any previous work place background check may form part of the recruitment process.

QUESTION:

Do you have anything in your history, either professionally or personally, that conflicts with BBC Media Action Code of Conduct?

Yes Please provide further comments in additional sheet of paper and attached with your application.

No

All declarations will be kept confidential. Please note, non-disclosure of something that could impact your role, may lead to termination of your contract, if successful recruited.

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17/11/2023

