



PREMIUM AGRO CONSULT CO. LTD

P.O. BOX JUBA - SOUTH SUDAN

Office Location: Mumuki Block C, plot # 65 next to RUFH Head office off St. Kizito - South Libya Rd
Tel: +211 952 717 000 / +211 927 878 700 Email: infopremconsult2017@gmail.com

"Quality and Growth is our Focus"

50.H.3
Approved by
Inspector of Labour
16/04/2024



Advert Number	PAC/BD/002/2024
Job Title	Digital Media and Marketing Officer
Number of Position	1
Department	Business Development
Location	Juba with limited field travels
Reporting To	Business Development Manager
Contract Duration	1 year
Position Open To	Qualified South Sudanese Nationals Only
Application Opening Date	17 th /April / 2024
Application Closing Date	6 th / April / 2024 (MAY)
Job Starting Date	13 th / May / 2024
Salary Range and Benefits	As per PAC's salary scale

Company Background

Premium Agro Consult Co. Ltd, established in 2017, is a fully registered South Sudanese company. Premium Agro Consult Co. Ltd started business operations in 2017 only within Juba City, but, today, the company has become a reputable and nationally recognized indigenous company that provides quality agribusiness, research and training consultancy services to its clients including international and national Non-Governmental Organizations, international and national companies throughout the country. Our revised mission is "To provide consultancy in agribusiness, research and training services across South Sudan to stimulate growth and employment" to achieve our vision statement "To be the leading provider of consultancy, research and training services across South Sudan and the region"

Purpose of the position

Premium Agro Consult Co. Ltd (PAC) is seeking to recruit a qualified candidate for the position of a Digital Media and Marketing Officer. The post holder should be a passionate and professional social media handler with hands-on experience in handling platforms including but not limited to Twitter, Facebook, Instagram, and LinkedIn to build, manage and advance all its social media pages or accounts to grow an online community for the company with the aim of expanding and retaining our potential client-leads, and actual clients to broaden our scope of business dealings within the country, regionally and globally.

The post holder will be responsible for planning, coordinating, and executing PAC's marketing strategies to expand the company's public visibility so that it is able to retain our clients and attract potential clients. The post holder will design and oversee the company's marketing strategies through social media and other platforms to expand the company's brand awareness to the public to achieve the company's goals.



Providers of Business Advice, Agro Tech Advice, Agro Input Linkages, Loan Service Linkages
and Consultancy Services
SOUTH SUDAN

Duties and Responsibilities

- Represent PAC in outreaches such as business symposiums and business conferences.
- Work directly with the company's Business Development Manager, social media design and content team to design and implement key marketing strategies and campaigns.
- Perform competitive market research to understand the market scenario and share research findings for strategic decision making and strategic goal readjustments.
- Facilitate on demand cross-functional communication with PAC's business partners.
- Conduct analysis on each marketing campaign to determine their effectiveness and report the key findings to the Business Development Manager (BDM) or any duly assigned person.
- Build and manage the company's social media accounts including but not limited to Facebook, Twitter, LinkedIn, TikTok, and Instagram, to increase the visibility of the company to the social media community.
- Monitor and engage in relevant social media discussions about PAC, our competitors, and the private sector industry in general.
- Update the company's social media accounts on a regular basis by prioritizing promotion of the company while tracking the success of the campaigns of the company.
- Explore new strategies and/or approaches to engage and identify new social networks to diversify our plan to penetrate the market to reach our clients.
- Participate in all important events of the company while taking quality photos and videos to improve the quality of our activities reports and to expose our success stories to the public and targeted audience by uploading those pictures and videos on the company's website and social media pages.
- Upload authorized contents on the company's website and social media pages to increase our potential clients' access to credible, accurate and reliable information about PAC.
- Prepare customized flyers and banners and other catchy items to be shared with our partners and potential clients.
- Review PAC's marketing strategies and campaigns and advise the BDM on the best marketing strategies and campaigns to undertake using case by case methodology.
- Support the Technical Team during reporting by selecting and inserting appropriate pictures and videos to ensure quality reporting.
- Contribute to the design of PAC's website and take the lead of managing the website by uploading only authorized items on the website.
- Any other duties that may arise in relations to marketing of the company.

Required qualifications, Experiences, Skills, and Attributes

- Bachelor's degree preferably in marketing; mass media and communication, digital broadcast, and other related field from accredited and recognized institution.
- A minimum of 5 years' experience in undertaking similar assignments with a proven record of success in South Sudan.



- Professional working knowledge of clients' relationship management and content management system platforms.
- Expertise in photography, videography, and social media content creation and management.
- Proficiency in computer applications including internet browsing is a prerequisite.
- Skillfully well-rounded personnel with a thorough understanding of digital media, social media, and marketing tools and tactics, and a clear command of each social media best practices.
- Creative thinker with an excellent written and verbal communication skills and institutional representation skills.
- The candidate must be highly passionate and socially inclined to networking through social media.
- The candidate should be willing and able to travel to remote settings to cover events and activities.
- The candidate must demonstrate high degree of professionalism by upholding social media ethical standards and code of conduct.
- The candidate must conform and commit to the core values of PAC.

Application Requirements

Interested applicants should submit copies of their National Identity Cards, their updated three paged CVs with 3 professional referees including their phone numbers and official email addresses, and Cover Letter that indicates what qualifications, skills, experience, and personal attributes they have that meet the job specifications. Qualified female candidates are highly encouraged to apply.

How to apply:

- The applications should be addressed to, **The Business Development Manager, Premium Agro Consult Co. Ltd, Juba, South Sudan.**
- Electronic applications should be sent to: infopremconsult2017@gmail.com while hard copy applications should be hand delivered and registered at the security focal point at the gate of our office premises at the above stated physical address.

Note: Due to anticipated large volume of applications, only short-listed candidates that meet our selection criteria shall be contacted for interviews.

