



| OVERVIEW & JOB OBJECTIVE | | | | | |
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| Job Title | Graphic Artist/Social Media Officer | Pay Range (Annual Gross) | N2.5M – N3.5M | Location | Lagos, Head Office |
| Grade Level | Officer | | | | |
| <p>Background:</p> <p>The CIPM is the umbrella Association for Practitioners of People Management with the vision to be the Institute of Choice for People Management.</p> <p style="text-align: center;">At the CIPM: We care for our People We partner to build their Careers and Together we strive for EXCELLENCE</p> <p style="text-align: center;">“We focus on building people, so our people will focus on building our Institute”</p> <p>The purpose of this job shall be to:</p> <ul style="list-style-type: none"> • Create visual communications such as banners, brochures, adverts, publicity materials, etc • Creating visual graphics including illustrations, layouts, and photos • Deploy content, manage feedback and ensure that the CIPM social media interfaces are always up to date • Monitor SEO, and user engagement and suggest content optimization strategies to drive online traffic | | | | | |
| EQUAL OPPORTUNITY STATEMENT | | | | | |
| CIPM is an equal opportunity workplace and an affirmative action employer. We encourage applications from suitable candidates, irrespective of physical ability/disability, color, tribe, race, religion, marital status, pregnancy or other status protected under the law. | | | | | |
| REPORTING RELATIONSHIPS | | | | | |
| Reports to | Team Lead, Corporate & Marketing Communication | Supervises | Nil | | |
| JOB DUTIES / RESPONSIBILITIES / ACCOUNTABILITIES | | | | | |
| Internally Relates with | <ul style="list-style-type: none"> • External Clients • Internal Stakeholders | Externally Relates with | <ul style="list-style-type: none"> • Vendors | | |
| PRINCIPAL ACCOUNTABILITIES & RESPONSIBILITIES | | | | | |
| | <ul style="list-style-type: none"> • Develop contemporary creative, appealing, and fit-for-purpose designs for both hard-copy publications and online campaigns • Deploy content, manage feedback and ensure that the CIPM social media interfaces are always up to date • Editing and posting videos, images, and graphics to market CIPM’s offerings | | | | |
| KEY PERFORMANCE INDICATORS | | | | | |



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| Operational Targets | <ul style="list-style-type: none"> • Monitor and analyze social media trends and impact on CIPM’s brand for top-of-mind awareness and visibility. • Provide up-to-date monthly and comprehensive analytics on usage statistics, and e-channel metrics for informed new marketing strategies and increase in engagement rates. • Participating in real-time online engagement by answering questions, offering solutions and mediating conversations, and creating content for feeds and vibrant discussion on various social networking sites to grow the Institute’s social media community. • Capturing, posting, and promoting all Institutes events online. • Plan and execute the development, execution, and optimization of paid targeted digital efforts, including display advertising, premium and sponsored posts • Participate in the deployment of new technology to drive targeted online conversions and digital marketing activities • Monitor SEO, and user engagement and suggest content optimization strategies to drive online traffic • Research opportunities for new social marketing platforms, from trending social networking sites to fit the needs of CIPM stakeholders and its community. • Market the Institute's product offerings via our social media platforms. • Grow followership and engagement of the Institute's social media platforms. |
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PERSON SPECIFICATION

Knowledge, Technical Skills and Attitudes

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| <p>1. Building Collaborative Relationships: The ability to develop, maintain, and strengthen partnerships with internal and external stakeholders who can provide information, assistance, and support to the business.</p> <ul style="list-style-type: none"> - Ability to develops and maintain a vibrant, long-term network of relationships with individuals from multiple constituencies. - Has a successful track record of developing, managing, growing, and institutionalizing complex relationships on behalf of the company. <p>2. Communication: The ability to plan and deliver oral and written communications that make an impact and persuade their intended audiences.</p> | <p>3. Emotional intelligence – being able to understand and manage your own and others’ emotions, and their effect on behaviors and attitudes.</p> <p>4. Customer Orientation: The ability to demonstrate concern for satisfying one’s external and/or internal customers.</p> <p>5. Achieving results: Sets realistic targets for himself/herself and the team; ensures availability of resources and supports staff members in achieving results. Monitors progress and performance; evaluates achievements and integrates lessons learned.</p> |
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Experience

- Minimum of 3 years post-graduation experience on a similar role in a reputable organization

Qualifications



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| 1. Bachelor's degree in Marketing, Social Sciences or any relevant discipline | 2. Member of Cisco and other ICT certification 3. Relevant IT Management, Enterprise and Security Certification |
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Other Requirements

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| <ol style="list-style-type: none"> 1. Sales and Marketing 2. Online Marketing 3. Content Management 4. Social Media Management 5. Mobile and internet technology understanding 6. Computer troubleshooting | Proficiency in the following: <ul style="list-style-type: none"> • Mastery of CorelDraw and Photoshop • Video editing and branding. • Social media management • Digital Marketing |
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PHYSICAL REQUIREMENTS

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| Location | Office Based <input type="checkbox"/> | Both Office & Field Based | | Field Based <input type="checkbox"/> |
| Travel | None <input type="checkbox"/> | 0% - 30% ✓ | 31% - 60% <input type="checkbox"/> | 61% - 100% <input type="checkbox"/> |
| Work Cycle/Days | Mondays – Fridays | | | |

Application Process

- Method of Application: Send your CV quoting the appropriate Job Title to Humanresources@cipmnigeria.org
- Application Deadline: **Wednesday, 1st February 2023**
- Remuneration: We value our employees and the role comes with attractive compensation, benefits, and a great work environment.