



OVERVIEW & JOB OBJECTIVE					
Job Title	Brand and Public Relations Analyst	Pay Range (Annual Gross)	N3.7M – N3.9M	Location	Lagos
Grade Level	Senior Officer				
<p>The purpose of this job shall be to:</p> <ul style="list-style-type: none"> The Brand and Public Relations Analyst job exists to provide Branding and Public Relations support to the Institute in increasing the Institute's brand value as well as market the Institute's offerings. The job is responsible for brand management, media relations and corporate marketing of the Institute. 					
EQUAL OPPORTUNITY STATEMENT					
<p>We are an equal-opportunity workplace and an affirmative-action employer. We encourage applications from suitable candidates, irrespective of gender, physical ability/disability, colour, tribe, race, religion, marital status, pregnancy or other status protected under the law.</p>					
REPORTING RELATIONSHIPS					
Reports to	Team Lead, Corporate Communications	Supervises	None		
JOB DUTIES / RESPONSIBILITIES / ACCOUNTABILITIES					
Internally Relates with	<ul style="list-style-type: none"> Management and Staff 	Externally Relates with	<ul style="list-style-type: none"> Media Organizations Corporate Organizations. Tertiary Institutions Other Organizations as may be required. 		
PRINCIPAL ACCOUNTABILITIES & RESPONSIBILITIES					
	<p>Brand Development & Management</p> <ol style="list-style-type: none"> Provide brand visibility support by ensuring all communication and corporate collateral from the Institute are in line with the Institute's vision, mission, goals, objectives, and brand standards. Work actively with Branches and Chapters to ensure alignment of the brand message on all campaigns and communication. Identify strategic opportunities and execute promotion of the Institute's brand value using the Institute's branded products and promotional items with key stakeholders and the general public. Responsible for Corporate brand management and Corporate communications for the Institute's products and services. <p>PR & Advertising</p> <ol style="list-style-type: none"> Interface with the press to provide robust publicity and mileage to the Institute's brand through placement of fit for purpose corporate adverts/announcements, media coverage and post event reporting of the Institute's high-profile events. 				

CIPM House, 1 CIPM Avenue, Central Business District, Alausa, Ikeja, Lagos.

CIPM House, Plot 12, Benghazi Street, Wuse Zone 4, Abuja.

Tel: 07001237555, Email: info@cipmnigeria.org, www.cipmnigeria.org

PRESIDENT: MR. OLUSEGUN MOJEED, FCIPM, VICE PRESIDENT: MR. HENRY UNUAKPOR, MCIPM, NATIONAL TREASURER: MRS. OGOCHUKWU EGBUONU, MCIPM, REGISTRAR/CHIEF EXECUTIVE: MS. OLUWATOYIN NAIWO, FCIPM



6. Provide support in the efficient deployment of up-to-date news on current activities of the Institute in the public space (Electronic and print) to actively engage the membership and HR community.
7. Warehouse media tear sheets, videos and albums of all of the Institute's High

Social Media Management & Marketing

8. Monitor and analyze social media trends and impact on CIPM's brand for top-of-mind awareness and visibility.
9. Provide up to date monthly and comprehensive analytics on usage statistics, e-channel metrics for informed new marketing strategies and increase in engagement rates.
10. 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.
11. Capturing, posting, and promoting all Institutes events online.
12. Plan and execute the development, execution, and optimization of paid targeted digital efforts, including display advertising, premium and sponsored posts
13. Participate in the deployment of new technology to drive targeted online conversions and digital marketing activities
14. Monitor SEO, user engagement and suggest content optimization strategies to drive online traffic
15. Research opportunities for new social marketing platforms, from trending social networking sites to fit the needs of CIPM stakeholders and its community.
16. Market the Institute's product offerings via our social media platforms.
17. Grow followership and engagement of the Institute's social media platforms.

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 others inside or outside the organization who can provide information, assistance, and support to the business.</p> <ul style="list-style-type: none"> - Ability to develop 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 for 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 5 years post-graduation experience on a similar role in a reputable organization
- Knowledge of Social media marketing and Microsoft Office
- Knowledge of branding standards and procedures, laws, rules and regulations.

Qualifications

1. B.Sc./ HND in Marketing, Mass Communication, Journalism	2. A certified member of a professional body (NIPR etc) is required
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Other Requirements

- Computer Literate: Excel, Word, Outlook, MS Office and Digital Software

PHYSICAL REQUIREMENTS

Location	Office Based	Both Office & Field Based		Field Based
	✓			☐
Travel	None ✓	0% - 30% ✓	31% - 60%	61% - 100%
Work Cycle/Days	Mondays – Fridays			

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Application Process

- Method of Application: Send your CV quoting the appropriate Job Title to recruitment@cipmnigeria.org
- Application Deadline: **February 14^h 2025**

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