

Job Title	Graphic Artist/Social Media Officer	Pay Range (Annual Gross)	₦5.1 - ₦6.2	Location	Lagos, Head Office
Grade Level					
<b>Background:</b>  The CIPM is the umbrella Association for Practitioners of People Management with the vision to be the Institute of Choice for People Management.  At the CIPM: We care for our People We partner to build their Careers and Together we strive for EXCELLENCE “We focus on building people, so our people will focus on building our Institute”  <b>The purpose of this job shall be to:</b> <ul style="list-style-type: none"><li>The Graphic Artist/Social Media Officer job exists to explore and utilize the latest trends in new media technology to improve the direct marketing capabilities of the Institute as well as enhance the communications effectiveness in all areas of the Institute’s operations. The job is responsible for marketing and advertising the Institute’s product offering by creating social media banners, brochures, videos etc. and manage the Institute's social media platforms.</li></ul>					
<b>EQUAL OPPORTUNITY STATEMENT</b> 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.					
<b>REPORTING RELATIONSHIPS</b>					
Reports to	Head, Corporate Communications	Supervises	N/A		
<b>JOB DUTIES / RESPONSIBILITIES / ACCOUNTABILITIES</b>					
Internally Relates with	<ul style="list-style-type: none"><li>External Clients</li><li>Internal Stakeholders</li></ul>	Externally Relates with	<ul style="list-style-type: none"><li>Consultants, Web users, Graphic designers, Members (Students, Associates, Fellows) of the Institute and prospective members, General Public Institute members, etc</li></ul>		
<b>PRINCIPAL ACCOUNTABILITIES &amp; RESPONSIBILITIES</b>					
Graphic Design/ Concept Development	<ul style="list-style-type: none"><li>Develop contemporary creative, appealing and fit-for-purpose designs for both hard copy publications and online campaigns</li><li>Deploy content, manage feedback and ensure that the CIPM social media interfaces are always up to date</li><li>Editing and posting videos, images, graphics to market CIPM’s offerings</li></ul>				

	<ul style="list-style-type: none"> <li>• Design and conceptualize daily CIPM related offerings via social media banners, booklets, manuals, brochures, and video.</li> </ul>
<b>Social Media Management &amp; Marketing</b>	<ul style="list-style-type: none"> <li>• Monitor and analyze social media trends and impact on CIPM's brand for top-of-mind awareness and visibility.</li> <li>• Provide up to date monthly and comprehensive analytics on usage statistics, e-channel metrics for informed new marketing strategies and increase in engagement rates.</li> <li>• 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.</li> <li>• Capturing, posting, and promoting all Institutes events online.</li> <li>• Plan and execute the development, execution, and optimization of paid targeted digital efforts, including display advertising, premium and sponsored posts</li> <li>• Participate in the deployment of new technology to drive targeted online conversions and digital marketing activities</li> <li>• Monitor SEO, user engagement and suggest content optimization strategies to drive online traffic</li> <li>• Research opportunities for new social marketing platforms, from trending social networking sites to fit the needs of CIPM stakeholders and its community.</li> <li>• Market the Institute's product offerings via our social media platforms.</li> <li>• Grow followership and engagement of the Institute's social media platforms.</li> </ul>
<b>KEY PERFORMANCE INDICATORS</b>	
<b>Operational Targets</b>	Client satisfaction, project success rates, adherence to brand guidelines, creativity and innovation, time management and project turnaround, and impact on business goals
<b>PERSON SPECIFICATION</b>	
<b>Knowledge, Technical Skills and Attitudes</b>	

<b>1. Building Collaborative Relationships:</b> 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. - 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.		<b>3. Emotional intelligence</b> – being able to understand and manage your own and others’ emotions, and their effect on behaviors and attitudes.	
<b>2. Communication:</b> The ability to plan and deliver oral and written communications that make an impact and persuade their intended audiences.		<b>4. Customer Orientation:</b> The ability to demonstrate concern for satisfying one’s external and/or internal customers.	
<b>5. Achieving results:</b> 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.			
<b>Experience</b>			
<ul style="list-style-type: none"> <li>Minimum of 3 years post graduation experience and knowledge in a reputable organisation.</li> </ul>			
<b>Qualifications</b>			
1. Bachelor’s degree in social Marketing, Arts and Graphic Design, Social Science or any relevant discipline.		2.	
<b>Other Requirements</b>			
1. Computer Literate: Excel, Word, Outlook		Design software like Adobe Creative Suite or Canva, Coral draw. Etc.	
<b>PHYSICAL REQUIREMENTS</b>			
<b>Location</b>	Office Based <input type="checkbox"/>	Both Office & Field Based <input checked="" type="checkbox"/>	
<b>Travel</b>	None <input type="checkbox"/>	0% - 30% <input checked="" type="checkbox"/>	31% - 60% <input type="checkbox"/>
<b>Work Cycle/Days</b>	Mondays – Fridays		

### **Application Process**

- Method of Application: Send your CV quoting appropriate Job Title to [recruitment@cipmnigeria.org](mailto:recruitment@cipmnigeria.org)
- Application Deadline: **Thursday 25 September, 2025**
- Remuneration: We value our employees and the role comes with attractive compensation, benefits and a great work environment.