

# JOB VACANCY

Position Title: **Digital Communications Officer**  
Location: Ensign Global University, Kpong  
Department: IT/Registry  
Job Type: Full Time  
Industry: Education  
Report To: Registrar

Application Deadline: 10 February 2025

## Job Summary

Assist the Social Media Management Team (Marketing and Public Relations) and website developer to handle administrative duties such as data management, content scheduling, and interaction across multiple social media platforms, in order to implement the University's digital media and communication strategy to increase recruitment, generate leads, and enhance brand awareness globally.

## Main Duties and Responsibilities

- Assist to develop and implement a digital media and communication strategy.
- Assist in managing the University's website and all social media platforms.
- Assist to proactively develop a comprehensive content calendar
- Support in identifying digital trends and evaluating emerging technologies.
- Assist in producing online content with staff and students: showcasing student life, university events, and recruitment activities.
- Assist to conduct audience research to align content with user needs.
- Assist in organizing corporate and student recruitment events for the University.
- Assist in analyzing competitor activities and evaluate campaign performance.
- Assist in developing compelling content (blogs, social media, press releases, newsletters).
- Coordinate with PR during crises by managing real-time social media responses and maintaining a unified message across all channels.
- Support event promotion and coverage, utilizing digital platforms for outreach and supporting PR with media relations.
- Assist in identifying and engaging influencers and media contacts with PR, creating joint content or pitches to support both digital and PR goals.

## Qualifications

### 1. Education

- A Bachelor's degree in Mass Communication or equivalent Discipline.
- Specialized courses or certifications in digital marketing, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Management Systems (CMS), social media marketing, digital content marketing, etc.

### 2. Experience

- Three (3) years relevant working experience
- Proven ability to deliver successful integrated digital marketing campaigns from concept to execution.
- Proficient in the latest online marketing trends and best practices, with a strong analytical, data-driven approach to measurement.

### 3. Required Skills

- Strong writing, editing, and storytelling abilities, with close attention to detail and accuracy.

- Adaptable and collaborative, capable of working harmoniously with a team.
- Strategic thinking and creative problem-solving.
- Highly creative with expertise in identifying target audiences and devising digital campaigns that engage, inform and motivate.

**What We Offer:**

- Competitive salary
- A dynamic team committed to achieving organisational goal
- Collaborative, dynamic and serene work environment.

**How to Apply:**

Interested candidates should submit their resume and a brief cover letter outlining their relevant experience and interest in the position to [hrdept@ensign.edu.gh](mailto:hrdept@ensign.edu.gh) with the subject line “**Digital Communications Officer**”.

**NB: Only shortlisted candidates will be contacted**