

THE JUDICIARY
COURT ADMINISTRATION DIVISION

JOB DESCRIPTION

JOB TITLE	Digital Content and Social Media Officer
PRESENT JOB GRADE	MCG/IE 4
POST NUMBER	New
DIVISION	Client Services , Communications and Information
REPORTS TO	Senior Public Relations Officer (MCG/IE6)
DIRECT REPORTS	None
INDIRECT REPORTS	

JOB PURPOSE (reason for job existing)

Under the general direction of the Senior Public Relations Officer (MCG/IE 6), the Digital Content and Social Media Officer (MCG/IE 4) is responsible for planning, developing, managing and evaluating the Judiciary of Jamaica’s digital and social media presence through the creation and dissemination of high-quality multimedia content, in order to support public education, enhance public trust and confidence, and strengthen the Judiciary’s strategic communication objectives in accordance with Government of Jamaica policies and protocols.

KEY OUTPUTS (results, deliverables)

- Oversees and manages the Judiciary’s social media interactions with the public to ensure timely, accurate, and professional communication.
- Implements social media content strategies in alignment with the Judiciary’s communication objectives.
- Monitors and evaluates audience engagement and interactions across all Judiciary social media platforms.
- Prepares and submits monthly and quarterly digital analytics reports to assess performance and inform strategy.
- Utilizes social media marketing tools to maintain and enhance the Judiciary’s brand presence.
- Establishes and monitors Key Performance Indicators (KPIs) for social media campaigns to measure effectiveness.
- Develops and curates content for the Judiciary’s social media platforms, including graphics, videos, and photographs.

- Produces content to support public education and awareness initiatives.
- Provides communications support for high-profile projects and court-related announcements.
- Support for high profile projects and court communications

<p>KEY RESPONSIBILITY AREAS (activities)</p>

Technical/Professional

- Advises the Director, Client Services, Communications and Information on developments in the social media and digital media landscape;
- Develops appropriate content for the Judiciary’s social media platform;
- Creates content that will increase the following/likes on the social media;
- Creates and schedules posts to maximize engagement, reach and clarity;
- Works with the Senior Public Relations Officer and Communication head to propose and takes assignments to produce effective compelling designs for the Judiciary’s audiences on high profile projects.
- Manages posts to the social media platforms;
- Manages comments and queries, in collaboration with Client Services, which are posted on the social media platform;
- Implements social media marketing strategies for the Judiciary;
- Works with the Senior Public Relations Officer to propose and take assignments to produce effective, compelling designs per Court audience;
- Works with the Senior Public Relations Officer and Communication Head to propose and take assignments to produce effective, compelling designs for the Judiciary’s audiences on high-profile projects;
- Ensures that designs for social media are of high quality, and in format (or in formats) that is/are suitable for sharing on multiple media including but not limited to print, television, online platforms including Twitter, Facebook, Instagram and YouTube;
- Generates graphic content for and update the Judiciary’s Facebook, Twitter and Instagram accounts;
- Develops and maintains a social media calendar/schedule.
- Responds to the Judiciary related questions and comments on social media platforms from the public in coordination with the customer service team.
- Produces branded video and photo content for campaigns
- Captures photographs and digital assets at Judiciary events
- Produces multimedia designs for internal and external communications
- Provides monthly and quarterly reports with the reviews on the performance, including trends and engagements, reach of the Judiciary’s social media accounts.
- Conducts active social listening and monitoring of the Judiciary and the Judiciary’s related topics.
- Travels to assigned events, including weekends, to provide live social media coverage.

CONTACTS

Internal

<i>Contact</i>	<i>Purpose</i>
Director, Communications, Information & Client Services	Receiving directives, assignments and providing advice
Senior Public Relations Officer	Collaborate on the communications direction of the Judiciary

External

<i>Contact</i>	<i>Purpose</i>
Media	Publication

PERFORMANCE INDICATORS (how success will be measured)

- Sound and timely advice provided;
- Established deadlines and targets are consistently met;
- Confidentiality, integrity and professionalism are displayed;
- Good coordination and effective working relations exist with other units;
- Confidentiality, integrity and professionalism are displayed in the execution of duties and personal conduct;
- Number of hits, followers and likes on social media pages;
- Effective development of content;
- Content creation at industry standards
- Growth in engagement and platform performance indicators.
- Effective collaboration with the Director of Client Services, Communications and Information and the Senior Public Relations Officer.

KEY COMPETENCIES REQUIRED

Core

- Communicate effectively with all types of customers
- Excellent Knowledge of customer service techniques.
- Ability to set and meet work priorities to achieve outcomes within short time-frames.
- Ability to think innovatively, analytically and constructively and be able to identify the correct causes of problems and their solutions;
- Ability to command respect of court users at all times without appearing pompous, arrogant

or overbearing.

- Ability to be fair, impartial, understanding and of high integrity;
- Displays maturity of attitude, patience and tolerance.
- Conflict management resolution skills.

Technical

- Good understanding of the Court system in Jamaica.
- Excellent knowledge of Media Marketing.
- Knowledge of content creative tools.
- Excellent knowledge of current media landscape.
- Knowledge of the Public Sector Policies, Rules and Regulations.
- Knowledge of modern methods and techniques of information gathering, presentation and dissemination.
- Knowledge of protocol in relation to use of natural emblem and symbols in design.
- Proficiency in Adobe Suite, Photoshop, Canva, Capcut, Illustration, In Design or similar software

MINIMUM QUALIFICATIONS AND EXPERIENCE

- Undergraduate Degree in Mass Communication, Digital Media, Public Relations, Journalism, International Relations or related discipline.
- Professional training in social media marketing
- Training in customer service.
- Professional Certification or Formal training in video production, video editing, motion graphics, or digital media content development.
- At least five (5) years' experience in the Public Relations or Customer Service environment at a middle managerial level preferably in the public sector or private sector.
- Proven track record in multimedia design execution.
- Experience producing video, photo and graphic content.
- Experience conceptualizing, filming, editing and producing g short form video content for social media platforms
- Experience creating animated motion graphic assets is preferred.
- Experience working in a fast-paced, deadline driven, multi-project environment.

AUTHORITY

- Directs all activities related to the Judiciary's social media presence, under the strategic direction of the Senior Public Relations Officer and Director.
- Executes assignments in support of public education, high profile projects and crisis communication.

WORKING CONDITIONS

- Travel to Courts Island-wide
- Normal office environment

VALIDATION

This document is validated when CMDs Branch agreement is signified below:

Name of CMD Officer _____

Job title of CMD Officer _____

Signature of CMD Officer _____

Date _____