

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/IE5)
DIRECT REPORTS	None
INDIRECT REPORTS	

JOB PURPOSE (reason for job existing)

- To guide the development of the Judiciary's social and digital media presence.
- To guide and direct protocol for Jamaican Judiciary and on behalf of Judiciary on social media.
- To develop, produce and disseminate compelling, high-quality multimedia content that supports the Judiciary's strategic communication initiatives.
- To support the enhancement of public trust and confidence through proactive digital storytelling and audience engagement

KEY OUTPUTS (results, deliverables)

Information Portfolio

- Oversees the Judiciary's social media interactions with the public.
- Implementation of content strategies on the Judiciary's social media platform.
- Social media audience engagement and interaction oversight.
- Monthly and quarterly digital analytics reports.
- Using social media marketing tools to create and maintain the Judiciary's brand.
- Setting key performance indicators (KPI's) for social media campaigns.
- Developing content for the Judiciary's social media platform (graphics, videos, photos etc).
- Public education support content.
- Support for high profile projects and court communications.

JOB RESPONSIBILITIES (activities)

Information:

- Advise the Director, Client Services, Communications and Information on developments in the social media and digital media landscape:
- Develop appropriate content for the Judiciary's social media platform.
- Create content that will increase the following/likes on the social media.
- Create and schedule posts to maximize engagement, reach and clarity.
- Work 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.
- Manage posts to Judiciary's social media platforms.
- Manage comments and queries, in collaboration with Client Services and Communications, which are posted on the social media platform.
- Implement social media marketing strategies for the Judiciary.
- Work with Senior Public Relations Officer to propose and take assignments to produce effective, compelling designs per Court audience.
- Work with the Senior Public Relations Officer to propose and take assignments to produce effective, compelling designs for the Judiciary's audiences on high-profile projects.
- Ensure that designs for social media are of high quality, and 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.
- Generate graphic content for and update the Judiciary's Facebook, Twitter and Instagram accounts.
- Develop and maintain a social media calendar/schedule.
- Respond to the Judiciary related questions and comments on social media platforms from the public in coordination with the customer service team.
- Produce branded video and photo content for campaigns.
- Capture photographs and digital assets at Judiciary events.
- Produce multimedia designs for internal and external communications.
- Provide monthly and quarterly reports with the reviews on the performance, including trends and engagements, reach of the Judiciary's social media accounts.
- Conduct active social listening and monitoring of the Judiciary and the Judiciary's related topics.
- Travel to assigned events, including weekends, to provide live social media coverage.

CONTACTS

Internal

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

External

Contact	Purpose
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.

MINIMUM QUALIFICATION AND EXPERIENCE

■ Education

1. Undergraduate degree in Mass Communication, Digital Media, Public Relations, Journalism, International Relations or related discipline.
2. Professional training in social media marketing.
3. Training in customer service.

4. Professional certification or Formal training in video production, video editing, motion graphics, or digital media content development.

■ Experience

- 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.
- Proficiency in Adobe Suite, Photoshop, Canva, Capcut, Illustration, In Design or similar software
- Experience producing video, photo and graphic content.
- Experience conceptualizing, filming, editing and producing g short form video content for social media platforms
- Knowledge of protocol in relation to use of symbols in design.
- Experience creating animated motion graphic assets is preferred.
- Experience working in a fast-paced, deadline driven, multi-project environment.

■ Knowledge and Skills:

- Track record in media.
- 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.
- Good understanding of the Court system in Jamaica.
- Ability to set and meet work priorities to achieve outcomes within short time-frames.
- Conflict management resolution skills.
- Ability to think innovatively, analytically and constructively and be able to identify the correct causes of problems and their solutions.
- Communicate effectively with all types of customers
- 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.
- Excellent knowledge of customer service techniques.

AUTHORITY

- Directs all activities related to the Judiciary's social media presence, under the strategic direction of the Director of Client Services, Communications and Information and the Senior Public Relations Officer.
- 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 _____