



SOS-HERMANN GMEINER INTERNATIONAL COLLEGE - TEMA

VACANCY

INTRODUCTION

SOS-Hermann Gmeiner International College is a dynamic co-educational boarding school located in Tema, Ghana. We offer quality pre-university education for students from SOS children's villages across Africa as well as others from the host country, Ghana, and beyond. For more information about the college, please visit our website at www.soshgic.edu.gh.

JOB TITLE – COMMUNICATIONS AND MULTIMEDIA LEAD

ROLE OVERVIEW

As the Communications and Multimedia Lead, you will play a pivotal role in shaping our brand's image and ensuring cohesive and engaging communications across all digital platforms. You will oversee all creative and multimedia projects, manage web content, have oversight of our social media posts, and photography. Your innovative approach and strong technical skills will drive our communications strategy, enhancing our reach and impact.

DUTIES AND RESPONSIBILITIES

The Communications and Multimedia Lead will be responsible for:

1. Ensuring the Communications and brand strategy for the College is implemented.
2. Leading and overseeing all creative projects and live productions (i.e. Graduation, Band concert etc.), ensuring high-quality output in alignment with our brand identity.
3. Managing the production of multimedia content and live coverage, including videos, graphics, animations etc.
4. Overseeing to the administration of our website, ensuring it is up-to-date, visually appealing, and user-friendly.
5. Developing and executing a comprehensive social media strategy to engage our audience and increase brand visibility.
6. Capturing and curating compelling photographs for use across various platforms.

7. Writing, editing, and publishing engaging content for the website, social media, and other digital channels.
8. Working closely with other departments to support their communication needs and ensure consistent messaging.
9. Monitoring and analysing the performance of digital campaigns and provide regular reports to inform strategy.
10. Teaching IBMYP Design, running support classes and serving as a club patron.

COMPETENCIES

Technical:

1. Bachelor's degree in Communications, Marketing or a related field.
2. Professional certification and/or additional certifications in multimedia production or web development (desirable).
3. At least 3-5 years post-degree experience.
4. Strong portfolio showcasing creative and multimedia work.
5. Knowledge of the IBMYP Design curriculum is an advantage.

Personality:

1. Creative thinker with a keen eye for detail.
2. Proactive and innovative approach to problem-solving.
3. Strong organizational and time management skills.
4. Excellent verbal and written communication skills.
5. Ability to work with little or no supervision.
6. Ability to meet tight deadlines and deliverables.

Managerial:

1. Ability to work collaboratively: Effectively manage and lead diverse teams.
2. Ability to hold people accountable: Ensure timely delivery of assigned tasks and projects.
3. Ability to motivate and inspire: Drive teams to achieve outstanding results.

DIRECT REPORT

The Communications and Multimedia Lead is line-managed by the Vice Principal 2.

TEAM DYNAMICS

The Communications and Multimedia Lead will oversee the Creativity Lab Technician (responsible for multimedia projects) and the IT Technician (in charge of website management). Additionally, they will collaborate closely with the Alumni and Public Relations Officer on social media posts, as well as with the Assistant Communications, Public Relations, and Events Coordinator.

HOW TO APPLY

Please submit an application letter and a recent CV to applications@soshgic.edu.gh. The subject should be titled, Communications and Multimedia Lead.

DEADLINE

Application deadline is **Friday, 28th February 2025**. Only shortlisted candidates will be contacted.