



VACANCY ANNOUNCEMENT

Multi-Media Engagement Consultant

[11.09.2023]

About WACSOFF

The West African Civil Society Forum (WACSOFF) is a platform for the aggregation of civil society aspirations, interests, and interventions across the 15 states of West Africa. It was founded in 2003 with the sole purpose of channeling civil society agency towards complimenting the regional integration and development agenda of the ECOWAS 'System' Institutions. WACSOFF has its Secretariat in Abuja, Nigeria and National Platforms in all the countries of the West African region, while members/ participants are formal civil society organizations across the region. WACSOFF has passed through different stages of development in its institutional evolution and programmatic experiences and is currently in the process of defining a new outlook that envisages a future of increased impact and results. As part of that process the organization seeks the services of competent staff members and service providers to assist in elaborating and entrenching this new vision.

WACSOFF is now accepting applications for a Multi-Media Engagement Consultant, starting in October 2023 to support the WACSOFF Secretariat team. The Position is a remote position, but with occasional visits to the office in relation to planning and implementation of activities.

About the Position

The Multi-Media Engagement Consultant will play a crucial role in creating, promoting and disseminating important information related to WACSOFF's Image and activities to the general public as part of the on-going objective of strengthening the visibility and presence of WACSOFF in West Africa's regional integration and development space through communications. So in this capacity, you are expected to support by providing advice and leadership for a regimen of innovative interventions to boost the organization's communications function. The duties of this officer shall consist of (but not limited to) developing corresponding plans, generating promotional materials and content related to WACSOFF's work, advising on the management or countering of misinformation and disinformation about the organization and its activities as well as promoting the organization's objectives and impact among the general public through multi-media. The role shall be satisfied remotely, with limited contact and visit to the organization's office. This position reports to the General Secretary.

Specific responsibilities include:

- Support the drafting and posting of content and catchy messages on WACSOFF and its activities across social media (SM) platforms
- Advice on the generate and use multi-media content to promote civil society impact (in particular the impact of WACSOFF) on the regional integration and development of the West African region
- Lead the conduct of organizational promotion activities so as to increase the notoriety and visibility of WACSOFF
- Use multi-media to promote news around different theme and issues related to regional integration and development in West Africa

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- Keep up with emerging social media trends and explore new platforms or features to reach a broader audience effectively
- Contribute to the elaboration of the media engagement strategies conceptualized into all WACSO FOSCAO programs and advocacy plans and activities
- Support other Media engagement-related responsibilities as assigned
- Capacity building and supervision of communication staff of the WACSO FOSCAO Secretariat

Qualification and Competencies

- Applicants must have a Bachelor's Degree with a minimum of second-class honors (lower division) in the social sciences, arts and humanities, development studies of any communication-related disciplines from a reputable institution (a relevant Master's Degree is very highly desirable)
- At least 5 years of demonstrable work experience in similar roles
- Proven experience in managing social media platforms and executing successful social media campaigns
- Experience in content creation, and social media analytics and promotion is highly desirable
- Good social media presence (Facebook, Instagram, Twitter, LinkedIn, Tiktok, Youtube) and In-depth knowledge of various social media platforms, trends, and best practices
- Must have a smartphone (minimum of Android 9.0) or IOS (version 10.0)
- Good command of spoken and written English and/ or Portuguese and French (Bilingual ability in these languages is highly desirable)
- Computer literacy with Proficiency in the use of social media management tools and analytics platforms
- Additional skills in Photoshop and video editors as well as other content creation and communication applications are highly desirable.

Method of Application

Application should be addressed sent to careers@wacsofoscao.org, and addressed to:

**The General Secretary
West African Civil Society Forum (WACSO FOSCAO)
#8 Jaba Close (Opposite FCDA Main Gate)
Area 11,
Abuja-Nigeria**

Your application package shall include a Motivation Letter and a Resume detailing your qualification and competencies, including details of your previous job experience in relation to the vacancy. Please note that the title of your email should have the position for which you are applying boldly written in capital letters.

Application Closing Date

Application Deadline: on or before 24:00 (Midnight) GMT, 6th October 2023

Only candidates whose application is being considered shall be contacted!

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