

Job Description for **Media Manager**, The EiE Project Ltd/Gte (aka Enough is Enough Nigeria)

About Enough is Enough Nigeria (www.eie.ng)

EnoughisEnough Nigeria (EiE) is a network of individuals and organizations committed to instituting a culture of good governance and public accountability in Nigeria through active citizenship. We are non-partisan and believe in the power of young people to change Nigeria's destiny.

Job Title

Media Manager, EiE

Period & Mode of Engagement

Full time

Primary Job Location

Lagos, Nigeria
Some travel

Purpose

EiE's Media Manager will implement EiE's media strategy across traditional and new media platforms **nationwide**. The Media Manager will be comfortable in both worlds with experience and knowledge of the strengths and weaknesses of both to ensure maximum mileage for EiE's message & work - developing awareness, generating traffic and cultivating engagement. The Media Manager is a highly motivated individual with experience and a passion for content strategy, blogging, micro-blogging and community engagement.

Primary Responsibilities

1. Manage EiE's presence on social networking sites including Facebook, Twitter, Instagram, Youtube, WhatsApp and other similar community sites, posting on relevant blogs, and seeding content into social applications as needed.
2. Serve as day-to-day liaison between the organization and its online communities.
3. Locate and engage advocates and influencers within the community (Facebook, Twitter, YouTube, Instagram, WhatsApp etc.) to foster dialogue.
4. Manage an active new media volunteer network to spread the word about the organization and drive content.
5. Monitor trends regarding issues of interest to EiE.
6. Communicate briefs to external suppliers (3rd parties,) and validate every content and material used by EiE.
7. Provide a weekly summary of analytics of our social media platforms and regularly share insights and analytics gained from social media monitoring with the team.
8. Manage EiE's relationships with traditional media partners – newspapers, radio & tv.



9. Manage EiE's relationships with online media partners – Ynaija, Premium Times, Bella Naija etc.
10. Build strategic relationships with local, regional and international media outlets.
11. Ensure EiE's website is current and accurate.
12. Manage EiE's relationships with media vendors – videographers, script writers, producers, printers etc.
13. Serve as EiE's contact person for all things media which includes appearances, printing, publishing, and all digital contents.
14. Explore & experiment with alternative channels to disseminate EiE's message and showcase its work.
15. Adapt EiE's media strategy in a timely fashion to ensure relevance.
16. Draft media materials, including releases, statements, quotes and briefing documents ensuring accuracy, appropriate sign off, appropriate placement and timings.
17. Implement media activity across projects, programs and across media in order to raise awareness, drive engagement, enhance EiE's reputation and meets objectives.
18. Advise and select the best use of media and overall communications channels as required for the successful execution of campaigns.
19. Ensure key messages are accurately and consistently expressed in relevant media.
20. Inspire and empower colleagues to use online tools and engage with social media/online networking.
21. Provide a monthly report on EiE's media presence, trends, opportunities and challenges.

Contacts

Reports to the Executive Director

Qualifications, Experience & Skill	Essential	Desirable
Previous work experience in a similar role.	√	
High comfort level with social media platforms – Facebook, Twitter, WhatsApp, Instagram, Youtube, etc.	√	
Contacts in traditional & new media.		√
NGO experience.		√
Excellent verbal, organisational and interpersonal skills.	√	
Excellent written and verbal English.	√	
Knowledge of Nigerian languages.		√
Excellent computer skills and high comfort level with computer research.	√	
Ability to work under direction and to exercise personal responsibility and autonomy to meet objectives.	√	
Ability to plan, schedule and monitor multiple tasks to meet deliverables in a timely manner.	√	
Ability to work well under pressure while being attentive to detail.	√	



Ability to work well with senior management, colleagues and the public.	√	
High degree of trustworthiness and discretion.	√	
The ability to cultivate new relationships and nourish existing ones.	√	
Able to work together with colleagues to pool skills, ideas and resources to achieve objectives and resolve problems.	√	
Able to work successfully across other departments.	√	
Ability to translate strategic objectives into practical and achievable plans.	√	
Ability to develop well-informed advice and strategies that are sensitive to the needs to various stakeholders and partners.	√	
Flexible approach to working hours.		√

Remuneration

Maximum of **N230,000** per month (pre-tax; all allowances included).

A smart-phone.

Some grants that require heavy media work will provide an additional stipend.

Personal development will be supported.

Successful applicants may work remotely, attending weekly meetings in the office and other meetings as deemed necessary in consultation with the ED.

Performance Review Criteria

1. Ability to deliver on the requirements of the job description.
2. Level of engagement on social media platforms – increased likes on FB; more followers on Twitter, more interaction with EiE content, etc.
3. EiE’s goal to have a column in every major newspaper and partnerships with tv & radio stations across the country.
4. Depth and spread of EiE’s messaging across the country.
5. Ability to produce timely & accurate monthly status reports for the ED.

Application Process

Fill and submit the form below ONCE and attach CV. Only shortlisted candidates will be contacted.

