

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

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## **About Enough is Enough Nigeria ([www.eie.ng](http://www.eie.ng))**

Enough is Enough 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. Media Management and Engagement**

- Manage EiE's presence on social networking sites including Facebook, Twitter, YouTube and similar community sites for the specific programs (OOTC, RSVP).
- Create and maintain a media editorial calendar and posting schedule.
- Display in-depth knowledge and understanding of Social Media platforms, their respective participants (Facebook, Twitter, YouTube, Instagram, Pinterest etc.) and how each platform can be deployed in different scenarios.
- Monitor trends regarding issues of interest to EiE.
- Validate every content and material used by EiE.
- Innovate alternative channels to disseminate EiE's message and showcase its work.
- Develop content for the various media channels (TV, press, internet etc.) to maximize EiE's objective and to engage with the citizens.
- Design campaigns to engage and increase followership on all media platform.



## 2. 3rd Party Liaison

- Manage and assign responsibilities to team members; Creative Associate, Interns etc
- Communicate briefs to external suppliers (3rd parties,) and validate every content and material used by EiE.
- Manage EiE's relationships with media vendors – newspaper, printers etc.
- Follow up and ensure the weekly newsletter publication is properly disseminated.
- Liaise with the newspaper and / agency to ensure the EiE's infograph is published as required.
- Serve as day-to-day liaison between the organization and its online communities.
- Locate and engage advocates and influencers within the community (Facebook, Twitter, YouTube, Instagram etc.) to foster dialogue.
- Manage EiE's relationships with media vendors – videographers, script writers, producers, printers etc.
- Inspire and empower colleagues to use online tools and engage with social media/online networking.

## 3. Project Management

- Plan and organise the annual Social Media Week.
- Manage and assign responsibilities to team members; Creative Associates and Assistant Media Manager, Interns etc.
- Develop a good media relationship with the media houses for a successful media campaign at an incredibly low budget.
- Develop a strategic PR & Media plan for the execution of EiE programs.

## 4. PR

- Develop a communications plan including strategy, goals, budget and tactics
- Develop media relations strategy, seeking high-level placements in print, broadcast and online media
- Coordinate all public relations activities
- Leverage existing media relationships and cultivate new contacts within business and industry media
- Manage media inquiries and interview requests
- Create content for press releases, by-line articles and keynote presentations
- Monitor, analyze and communicate PR results on a quarterly basis
- Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis.
- Build relationships with thought leaders to grow EiE awareness

## Contacts

Reports to the Assistant 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 **N170,000 - N200,000** per month (pre-tax; all allowances included).

Personal development will be supported.

### 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 and Instagram, 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

Send a cover letter and your cv to [cvs@eienigeria.org](mailto:cvs@eienigeria.org).

**Subject line:** Media Manager

Only shortlisted candidates will be contacted.

