



Myanmar Red Cross Society

HR-HQ VA No. 043 – Social Media Officer



Myanmar Red Cross Society (MRCS) is volunteer based humanitarian organization throughout the whole country acting with and for the most vulnerable at all times.

Social Media Officer

No. of Post	: 1 Post
Report to	: Assistant Communication Manager
Department	: Humanitarian Values & Communications Department
Duty Station	: NayPyiTaw/Yangon
Grade	: D-2
Benefits	: Salary + Insurance + Transportation Allowance + Health Benefit Allowance + Supplementary Allowance + Training + Travelling Allowances + Casual Leave + Quarantine Leave + Earned Leave + Medical Certificate Leave + Maternity Leave + Home Leave + Substituted Leave + Paternity Leave + Compassionate Leave + Blood Donation Leave

Application Period : 18-March-2024 to 1-April-2024, 16:30

Background of Department

Humanitarian Values & Communications are promoting the understanding and respect for the Red Cross Principles, emblem, humanitarian values, International Humanitarian Law, and develop a culture of non-violence and peace within the country. To strengthen the role of all members, staff, volunteers, and youth in undertaking humanitarian diplomacy to support vulnerable people in Myanmar. And also to strengthen Communication capacity at all levels to ensure effective and smooth communication, information and reporting in both emergency and normal times.

Purpose of the Position

The **Social Media Officer** will be responsible to for planning, writing, posting and evaluating content for MRCS social media accounts, as well as managing interactions with our supporters and members of the public, under the direction of Humanitarian Values and Communications Department Director. His/Her role is a key person for reflecting the work of the MRCS, with a strong demonstrable track record in planning, writing and posting content and managing social media communities.

"Person with disability are encouraged to apply this post as they will be given equal opportunity"

"Our recruitment and selection procedures reflect our commitment to the safety and protection of children, and prevention of violence among communities' members in our programs"

Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality
MRCS-DRC/Social Media Officer for NayPyiTaw/Yangon/HV&Com Department (18/3/2024)



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The **Social Media Officer** need to have an intuitive understanding of what makes engaging and interesting content and social media best practice.

Duties and Responsibilities

Working in close coordination with MRCS different departments and programs, the Social Media Officer will:

Content Strategy

1. Using industry's best practices and metrics benchmarks, collaborate on the development of digital content strategies for organizational priorities and themes, and lead on their execution.
2. Create, edit, repurpose and deliver a wide variety of engaging content for digital channels, targeted at range of key audiences including the general public.
3. Support the development of a narrative-driven approach to digital communications, prioritizing engagement over simply publishing, and working with internal stakeholders to assess content opportunities, provide content strategy recommendations, and evaluate the strategic value of proposed content.
4. Work closely with Communications team to develop an integrated and coherent approach to communications and activities across online and traditional channels, using media opportunities to drive engagement and digital content's impact.
5. Ensure the accurate, timely and effective delivery of digital content, optimised for search and audience engagement, partnering with A/V producers, social media leads, web editors, and other communication officers. Providing ongoing evaluation of success of social media content initiatives after publication.
6. Sourcing and commissioning content for MRCS channels; contributing creative ideas to help achieve MRCS strategic aims.

Campaigns and activities

7. Provide strategy, ideas and support to shape and drive campaigns and activities (short and long-term).
8. Identify and collaborate on reactive opportunities, contributing social media input to quick turn-around campaigns.

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9. Planning, writing and scheduling engaging posts for MRCS social media accounts, including web page, Facebook, You Tube, Twitter, etc.
10. Keeping up to date with emerging digital trends, always looking for opportunities to further the work of MRCS.
11. Working with colleagues and developing their ideas and projects into effective content for MRCS social media channels.
12. Updating the social media calendar and scheduling content so the organizations different themes and priorities do not clash.
13. Identify opportunities for social media content testing, implementing activities to evaluate and understand audience behaviour and engagement.
14. Responding to questions with consultation of Director, and support the Director in assessing information needs internally and externally.
15. Evaluating and reporting on our social media content, feeding back to other teams and departments.
16. Train, guide and support colleagues in headquarters and branches to manage and report on social media platforms and activities. Be available as an ongoing resource for training and campaign evaluation.
17. Build capacity and internal knowledge on best practices, with a focus on content development and audience engagement.
18. Support the Director in all efforts to build a well-functioning Humanitarian Values and Communications Department within MRCS and create an effective network of information with/among branches, countrywide.
19. Produce quarterly reports and submit it to the Assistant Communication Manager.
20. Find appropriate and creative ways of communication to strengthen the MRCS information network.
21. Assist to Assistant Communication Manager in organizing Press Conference, Campaigns, Special Events and communications activities.
22. Be a focal person for Social Media Response Team, and monitor social media for reputation risk management.

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General

23. Perform any other related tasks as assigned by the Director of Humanitarian Values and Communication.

Skills, Competencies and Requirements

- **Must be University Graduated**
- Relevant diploma or certificate are preferred
- At least 2 years of working experience in information management/ communication field
- Experience in programme management including in planning, implementation, monitoring, reporting and budget control
- Experience in promotion of Humanitarian Values, and in facilitation of trainings and workshops
- Excellent skill and experience in Digital Media
- Excellent command of English and Myanmar especially in **translating**, including written, spoken and typing
- Good computer literacy skills, leadership skills, interpersonal skills and ability to work on own initiative and to solve problem
- Good knowledge of applications (especially Photoshop, illustrator, video editing software, etc.), producing IEC materials, and different communication channels and how to reach different audiences
- Good understanding of humanitarian or development sector
- Willingness and ability to travel to sites programme over 30% of time
- Able to work under pressure and to tight deadlines, and Ability to build excellent working relationships with internal and external partners
- Ability to follow Red Cross (7) fundamental principles, MRCS policy, strategies and guidelines
- Understanding of commitment to and willingness to actively promote the Red Cross and Red Crescent Fundamental Principles
- Experience of working for the Red Cross/Red Crescent is preferred

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****Note: Applicants will be considered to be shortlisted that need to send application letter, CV, passport-size photo, education qualifications and references (PDF Version) to:**

Head Office:

Myanmar Red Cross Society
Razathingaha Road, Dekhinathiri,
Nay Pyi Taw.

Branch Office:

Myanmar Red Cross Society
No. 42, Red Cross Building, Strand Road,
Botahtaung Township, Yangon. (or)

Email: mrcshrrecruitment@redcross.org.mm (or)

For more information and application, please visit to the www.redcross.org.mm

Only short-listed candidates will be contacted for a personal interview.

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