



BANK of ZAMBIA

EMPLOYMENT OPPORTUNITIES

Bank of Zambia, an equal opportunity employer invites applications from suitably qualified Zambians to apply for the following vacant positions:

BOARD SERVICES DEPARTMENT

5.0 ASSISTANT MANAGER – SOCIAL MEDIA (HO) (1 POST) GRADE: BOZ 5

Job Purpose

Develop and execute the Bank's digital communication strategies that promote and sustain a positive image for the Bank particularly via social channels

Main Accountabilities

1. Publish information on online platforms to meet the information needs of various stakeholders
2. Create strategies for access to information on the Bank through multiple social platforms like Facebook, Twitter, LinkedIn and other available channels.
3. Advise on which social media platforms, including new innovations, are best suited for the Bank's organisational goals
4. Create blogs or newsletter to publicise Bank operations, publications or research undertaken.
5. Increase viewership of online platforms through relevant and interesting content and wider circulation of the Bank's publications
6. Monitor social media sites and forums to assess attitudes and understanding about the Bank
7. In liaison with the supervisor, provide feedback to queries raised on social media
8. Support the creation, implementation, tracking, analysis and optimisation of Social campaigns on various operations of the Bank
9. Analyse viewing statistics by visitors and other relevant data to make recommendations on policy directions regarding social media.
10. Use social media to draw attention to articles/newsletters on the website and intranet
11. Attend internal or external events hosted, supported or attended by the Bank or Bank staff to provide in-house media coverage for real time online dissemination
12. Use emails and other avenues for promotion of or to draw attention to the Bank's digital communications
13. Contribute to online articles as well as to the Zambanker and other in-house publications or newsletters

Qualifications and Experience

- BSc/BA in Mass Communication/ Social Sciences or equivalent with 3 years' relevant experience
- Grade 12 School Certificate with five (5) 'O' Levels (Credit or better, including English & Mathematics)
- Knowledge in Information and Communication Technology will be an added advantage

Key Knowledge & Attributes

- Technological Awareness: keeps abreast of available technology and understands applicability and limitation of technology
- Knowledge of different aspects of public information and communication
- Excellent Communication skills
- Ability to undertake research
- Team player
- Ability to meet tight deadlines
- Attention to detail
- Creative
- Good interpersonal skills
- Good organizational and information seeking skills

CONDITIONS OF SERVICE

Bank of Zambia Conditions of Service will apply. Please note that all the positions are on Fixed Term Contract of Employment for three (3) years and renewable subject to good performance.

Only candidates who meet the above role specifications should apply enclosing their detailed curriculum vitae and certified photocopies of certificates to the undersigned not later than Thursday, 17th August, 2017. For more information, visit: www.boz.zm.

Women are encouraged to apply. Only shortlisted candidates will be contacted.

**Director – Human Resources
Bank of Zambia
Bank Square
P.O BOX 30080
Lusaka**