

## **JOB DESCRIPTION**

**Job Title:** Communications and Media Officer

### **POSITION DESCRIPTION**

Somali Banker's Association - SBA is seeking highly diligent, confident candidates with substantial management experience for the role of Communication and Media Officer to ensure SBA meets its Communication and media objectives, promoting SBA in the community, increasing community awareness of SBA activities and Corporate Social Responsibility through professional media proliferation.

This will include developing an internal and external communications plan, surveys, standards by generating weekly, Monthly, quarterly, and yearly Updates, newsletters, and Magazines).

The position comes with great responsibility, as the officer is accountable for public and the private perception of the association. Managing this perception involves developing marketing and communication strategies, understanding the importance of timing and setting, responding to crises and setbacks, overseeing a team of diverse communications roles, and ensuring that information released is consistent with the strategy of SBA at large.

### **PRIMARY RESPONSIBILITIES**

#### **Responsibilities for Communication and Media officer**

- Develop, write, and edit communications materials, including press releases, blog posts and social media content.
- Promote communications and marketing materials through appropriate social channels and SBA websites.
- Track analytics and create reports detailing successes and failures of communications campaigns.
- Ensure that all communications and marketing material aligns with brand standards.
- Maintain digital media archives including photos and videos.
- Work with communication team members to conceptualize and implement communications strategies and campaigns.
- Respond to media inquiries and perform media outreach to achieve brand placement in publications!

- Develop escalation protocols for managing communication crises, should they arise.
- Respond to media inquiries and arrange interviews.
- Establish and maintain effective relationships with journalists and maintain a media database.
- Seek opportunities to enhance the reputation of the brand, and coordinate publicity events as required.
- Maintain records of media coverage and collate analytics and metrics.
- Proficiency in design and publishing software.

**Qualifications:** A combination of the experience, skills, and education listed below that provides an equivalent background to perform the work of this position.

**Experience, Skills, and Education:**

- Significant experience developing and leading communication and media teams and working as an effective team member.
- Outstanding strategic thinking skills, with a focus on results and impact. Positive attitude, good sense of humor and interest in joining a small, but high-impact and amiable team.
- Fluency in English including experience communicating in and working with technical, management and financial terminology.
- A bachelor's degree in mass communication, Public Relations, ICT and other related fields, A Master's degree is preferred.
- 4 years prior experience in a communication and a media role
- Understand the best practices of main social media channels including Facebook twitter, Instagram, etc.
- Must possess exceptional writing skills and be able to compose engaging and accurate content.
- Management skills and the ability to juggle multiple projects simultaneously.



## **ABOUT SBA**

Somali Bankers Association (SBA) was established in 2016 and is recognized by the Central Bank of Somali as the official Association to represent the country's private banking sector. SBA is the financial sector's leading advocacy group and the umbrella body of institutions licensed and regulated by the Central Bank of Somali (CBS) with a current membership of 13 commercial banks of all sizes.

### **How to Apply?**

Interested candidates are requested to send their updated resume and a cover letter to the below address electronically: [info@sba.so](mailto:info@sba.so)





**SOMALI BANKERS**  
—ASSOCIATION—

