Digital Media Lead

Duty Station: Fiji
Duration: 10 months (with a possible extension depending on funding availability)

Job Description

We are seeking a highly skilled and creative Digital Media Lead to join our team. As the Digital Media Lead, you will be responsible for developing and implementing our organization's digital media strategies, managing digital platforms, and driving engagement through compelling content. Your expertise in digital marketing, social media management, and content creation will play a crucial role in expanding our online presence and reaching our target audience effectively.

- Develop and execute comprehensive digital media strategies aligned with organizational goals.
- Manage and optimize our organization's digital platforms, including websites, social media channels, email marketing, and other digital communication channels.
- Create and curate engaging and high-quality content across various digital channels to increase our campaign's visibility, engagement, and conversion.
- Stay up-to-date with digital media trends, emerging technologies, and best practices to ensure our digital presence remains innovative and impactful.
- Analyze digital media performance, generate reports, and provide actionable insights to improve strategies and achieve key performance indicators (KPIs).
- Manage social media accounts, including content planning, scheduling, community management, and monitoring of social media trends and conversations.
- Implement SEO strategies to enhance organic reach, optimize website content, and improve search engine rankings.
- Monitor and respond to user feedback, comments, and inquiries on digital platforms in a timely and professional manner.
- Build and maintain relationships with external partners, influencers, and relevant industry stakeholders to leverage collaborations and expand reach.
**Required Qualifications and Experience**

- Proven work experience as a Digital Media Lead, Digital Marketing Manager, or similar role.
- In-depth knowledge of digital marketing principles, strategies, and tactics.
- Proficient in using digital media platforms, content management systems (CMS), and social media management tools.
- Strong understanding of social media algorithms, paid advertising, SEO, SEM, and web analytics.
- Experience in content creation, including copywriting, graphic design, and video editing.
- Excellent written and verbal communication skills, with the ability to adapt content for various digital channels and target audiences.
- Analytical mindset with the ability to interpret data and metrics to drive informed decisions and optimize digital strategies.
- Strong project management and multitasking abilities to meet deadlines and manage multiple campaigns simultaneously.
- Creativity, innovation, and the ability to think strategically to drive engagement and brand growth.
- Bachelor’s degree in marketing, communications, digital media, or a related field is preferred.

**About the Pacific Islands Students Fighting Climate Change**

The **Pacific Islands Students Fighting Climate Change** is a youth led organisation that has been leading the youth and civil society campaign to seek an advisory opinion from the International Court of Justice (ICJAO) on climate change and human rights. While its primary campaign is the ICJAO campaign, PISFCC also is focussed on building youth agency in the Pacific by educating and activating young people on the nexus between the climate and human rights crises.

**Closing Date of application 18th August 2023**

Contact **hi@pisfcc.org** for more details.