



# **SEYCHELLES BROADCASTING CORPORATION**

## **JOB DESCRIPTION**

<b>Post Title:</b>	<b>Multimedia Officer</b>
<b>Reporting to:</b>	Principal - Multimedia
<b>Salary Band:</b>	Band 3 (SR11k-14k) + Applicable Allowances

### **Job Purpose**

Part of the team that is responsible for implementing the Corporation's multimedia and e-marketing strategies and initiatives.

Provide support in managing the online platforms and promoting the various multimedia services of the Corporation.

### **Key Result Areas**

### **FUNCTIONAL**

#### **Management of the contents and services on the SBC's various online platforms.**

- Ensure the timely posting of programmes, promos and other specific contents on the OTT service, Facebook, Radio App, Website and other assigned platforms the OTT service, the SBC Radio App, and
- Assist in curating and editing content on the Audio-on-Demand and Video-on-Demand platforms
- Maintain and enhance the SBC's presence on all social media platforms such as Facebook, YouTube, WhatsApp and others
- Provide live broadcasts support for the multimedia platforms.
- Produce multimedia content in various formats, including, but not limited to videos, posters, banners, photos, etc
- Manage and maintain the SBC website and ensure content is up-to-date.
- Provide e-marketing support to TV and Radio Producers.
- Write engaging content for a variety of audiences across all digital media platforms.
- Implement a schedule of activities in order to expand the number of SBC followers and subscribers on our online platforms.
- Measure and report on performance of marketing campaigns.
- Stay up to date with the latest trends and best practices in marketing and online platforms.
- Produce reports on all matters associated with area of functional responsibility, whenever required.

-----  
A job description is a written statement of the essential characteristics of the job, with its accountabilities, principal job purpose & results areas. It incorporates a note of the skills, knowledge and experience required for a satisfactory level of performance. It is not intended to be a complete, detailed account of all aspects of the duties involved. Nor does it supplant contractual obligations.

## **ORGANISATIONAL**

### **Ensure cost-effective utilisation of Resources.**

*Specifically:*

- Eliminate or Reduce Wastage, where identified
- Ensure equipment & assets are used and maintained properly
- Continually find ways to perform functions cost-effectively
- Proper Planning to reduce costs

### **Assist in the development and promotion of a Safety, Health & Environmental culture within the SBC.**

Set a personal example in Health & Safety compliance through:

- Observing safe working practices as advised and instructed
- Considering Safety & Health of self and others who may be affected by work activities
- Being an advocate of greener environmental practices, notably in Energy saving and cutting down on waste
- Reporting incidents or hazards which have led or may lead to injury
- Building and enhancing an adequate knowledge of, and compliance with the Health and Safety principles and practices, consistent with your responsibilities

### **Essential Qualifications/Experience/Skills**

- Experience in Multimedia, Marketing or related field
- Suitable Qualification (E.g., Certificate, Diploma) in Digital Communications, Marketing or related field
- Very good understanding of digital media and graphics production.
- IT Proficient, particularly in editing and manipulating documents, videos and graphical elements
- Able to use email and other Microsoft Office programmes at an advanced level
- Able to communicate very well, verbally and in writing with both internal and external customers
- Good organisation and time management skills
- Strong self-motivation with the ability to work with a degree of autonomy and to use one's own initiative
- Ability to work under pressure
- Flexible and adaptable to change

### **Desirable Qualifications/Experience/Skills**

- Proven experience and track record in Multimedia, Marketing, Digital Communications, or related field
- Experience in Customer Service and/or Website Management
- Diploma or Degree in Multimedia, Marketing or related field
- Graphics Design skills and experience
- Experienced in photo and video editing programmes
- Experienced in camera work
- Full Driving licence

## Core Behavioural Competencies

<b>TEAMWORK</b>	<ul style="list-style-type: none"> <li>• Fosters a sense of team spirit by establishing strong interpersonal relationships, demonstrating respect for other team members and proactively offering support.</li> <li>• Solicits input by genuinely valuing others' ideas and expertise; is willing to learn from others.</li> <li>• Works collaboratively with others by seeking to understand and make best use of team members' diverse ideas, working styles, skills and backgrounds.</li> <li>• Supports and acts in accordance with final group decisions, even when such decisions may not entirely reflect own position.</li> <li>• Shares credit for team accomplishments and accepts joint responsibility for team shortcomings.</li> </ul>
<b>ACCOUNTABILITY</b>	<ul style="list-style-type: none"> <li>• Takes ownership of tasks and functional responsibilities.</li> <li>• Presents oneself as a credible representative of the Corporation and demonstrates a commitment to delivering on one's duties.</li> <li>• Justifies decisions taken, with confidence, openness and honesty.</li> <li>• Takes responsibility for seeing efforts through.</li> <li>• Makes sound and fair judgment.</li> <li>• Makes informed and accountable conclusions and decisions.</li> <li>• Is open to feedbacks and uses errors or oversights as learning points.</li> </ul>
<b>ADAPTABILITY</b>	<ul style="list-style-type: none"> <li>• Easily adjusts priorities, activities, and attitude to meet new deadlines and information and to achieve objectives.</li> <li>• Anticipates and responds with energy, to new challenges, the unfamiliar and the urgent.</li> <li>• Thinks of ways to make changes work, rather than resisting them.</li> <li>• Makes suggestions for increasing the effectiveness of a changing environment.</li> <li>• Plans ahead and has an alternative option in case things go wrong or unexpected.</li> <li>• Keeps an open mind and shows willingness to learn new methods, procedures, and techniques that embrace change.</li> <li>• Able to prioritise effectively and plan flexibly to be able to deal with change.</li> </ul>
<b>RELIABILITY</b>	<ul style="list-style-type: none"> <li>• Is dependable and can be relied on in different circumstances.</li> <li>• Gets the job well-done every time and within deadlines.</li> <li>• Shows up to work on time.</li> <li>• Goes the extra mile to produce expected results even in tight deadlines.</li> <li>• Persists through difficult tasks and brings out credible results.</li> </ul>
<b>CONDUCT &amp; INTERPERSONAL SKILLS</b>	<ul style="list-style-type: none"> <li>• Behaves in a professional and appropriate way to set the right example in the workplace.</li> <li>• Takes responsibility for own actions; accepts own mistakes and does not blame others for a job not well done or not done.</li> <li>• Behaves in a manner that is accepting, respectful and inclusive of all people.</li> <li>• Puts continuous effort into building and maintaining relationships.</li> <li>• Accepts conflict as an opportunity to strengthen relationships.</li> <li>• Responds willingly to requests for help and information, where possible</li> <li>• Is honest and open-minded.</li> <li>• Has a 'can-do' and 'will-do' attitude.</li> </ul>