

Position Vacant : Social Media Officer (contract to end of December, 2022)

Part time 2 days per week (0.4 FTE)

Mission :

In Myanmar, Fondation Hironnelle is supporting a number of media projects with Frontier Myanmar including Doh Athan ('Our Voice'), a weekly radio programme and podcast. Regular radio, podcast and video productions are made and shared via multiple platforms including Facebook, Youtube, iTunes, Soundcloud and on the web.

The Social Media Officer is the interface between the public and the Doh Athan radio / podcast / video team via social media. In consultation with the Senior Producer and the Fondation Hironnelle Program Manager, he/she works to increase engagement with the team's content; publishes the content produced by Doh Athan's production team in the various formats used (website, Facebook, Youtube, Soundcloud, etc.) and reports on the audience reach by the content on Doh Athan, Frontier, the media partners and the VOA. The Social Media Officer passes on relevant information and comments seen on social networks to the team. He/she develops Doh Athan's reputation and profile on social media by targeting audiences through boosting of posts, stimulating discussion and developing interactivity with other users. He/she manages a budget for boosting of posts strategically to maximise impact.

Relationships:

- Line manager: Fondation Hironnelle's Program Manager
- Operational responsibility: Senior Producer
- Functional relationships: Doh Athan team; Frontier Myanmar social media team
- External relations: Myanmar media and civil society organisations ; humanitarian and human rights organisations.

Main activities:

- Writes for the web in English and Myanmar language, and publishes on social networks including Facebook and potentially other platforms.
- Ensures Facebook audience reach and engagement using boosting, content management and discussion
- Manages a budget for paid posts via Facebook.
- Ensures the moderation of comments (with reference to documented editorial guidance).
- Responds to comments that require it and transmits to the project team any publicly-raised concerns.
- Provides a regular report of published work, reporting Facebook analytics and analysis of what is working and not working on social networks.
- Makes recommendations for increasing engagement and reach on social media.
- May produce occasional Facebook Live events, polls, campaigns and other social media activity.
- Contributes as needed to translation work, reports and any other activity of the Doh Athan team as requested by their supervisor.

Requirements :

- University degree in media, journalism or communications
- At least 2 years experience managing Facebook pages in a professional setting
- Demonstrated practice in growing Facebook followings, managing online conversations, and improving engagement
- Understanding of facebook analytics
- High quality spoken and written English
- High quality spoken and written Burmese

Send applications to nang@frontiermyanmar.net by Wednesday 11th May 2022