

THE COUNTY GOVERNMENT OF MERU



OFFICE OF THE COUNTY PUBLIC SERVICE BOARD

Email: merucounty@meru.go.ke

When replying please quote

Meru County Government

P.O BOX 120-60200 Meru

The County Government of Meru wishes to recruit competent and qualified person to fill the following vacancy in the Office of The Governor as per the constitution of Kenya **2010 and section 451, 150 and 510** of the County Government **Act No.17 of 2012**.

1. CHIEF DIGITAL MEDIA OFFICER J/G M – (1 POST)

As Meru County Chief Digital Media Officer, you will be a key team member of growing county communications department. In this position, you will be able to create innovative and exciting methods for public awareness and engagement through creative, clear and compelling web and social media communications. You are expected to drive engagement and awareness of the public and selected sections of the population on the Meru County Government development programs, activities and events. You will have the exciting opportunity to share amazing stories about Meru County Government with the citizens and the entire world.

Principal Duties and Responsibilities:

- Strengthen the Meru County Government brand and engage our community on social media by producing creative and compelling content and uploading the same in all the social media platforms in a timely manner;
- Responsible for development of communications and digital media strategy; editing stories on various topical issues before are released to the public and liaising with digital media practitioners and the public on issues of mutual concern ;
- Scheduling digital media activities; managing assigned projects/programmes and managing the day to day execution of social media messaging;
- Update and maintain Meru County Government blogs;
- Grow web traffic for Meru County Government by continuous evaluation and improvement;
- Write clear, compelling communications and feature stories for the web, social media platforms and blogs for targeted demographics;
- Build e- communications using the most robust and modern tools;
- Work with the county communications department to broaden awareness of Meru County Government programs in Meru, in Kenya and around the world;
- Other duties as may be assigned from time to time.

Education Qualifications, Experience and Skills:

- A bachelor's degree in Journalism, Mass Communication, Public Relations or a related discipline;

- At least 5 years' experience in journalism, communications or a related field;
- Have demonstrated professional competence as reflected in work performance and results;
- Have a clear understanding of the media and socio-political environment in Kenya;
- A proven track record in a social media management;
- Experience planning, managing and executing successful social media campaigns;
- Ability to write creatively, clearly and compellingly;
- Experience with web publishing, web solutions and major content management systems;
- Able to work with minimal direction and supervision independent and self-sufficient;
- Ability and desire to work effectively in a fast-paced team environment;
- Deep passion for Meru County Government development agenda and vision;
- Team player with positive and enthusiastic attitude;
- Must be organized, detail oriented and deadline driven.

NB: Women and People living with disability are encouraged to apply and should clearly indicate the type of disability.

Hand delivered applications should be dropped at the Meru County Public Service Board Offices situated at the Ntara Place Building, 4th floor.

How to Apply

All applications should be submitted in a sealed envelope clearly marked on the left hand-side the position you are applying for and addressed to:

The Secretary,

County Public Service Board

P.O. BOX 120-60200

MERU.

Important information to all Applicants:

ALL APPLICANTS MUST ATTACH PHOTOCOPIES OF THEIR ACADEMIC AND PROFESSIONAL CERTIFICATES AND OTHER TESTIMONIALS.

The applications should reach the Secretary on or before **21TH OCTOBER 2016.**

Only shortlisted candidates will be contacted.

NB. Applicants should seek clearance from

Credit Reference Bureau

Kenya Revenue Authority

Higher Education Loans Board

Criminal Investigation Department