



Applications are being invited from suitably qualified persons to fill the vacant post of **Web and Digital Content Officer (MCG/IE 3)**, in the **Corporate Communications and Public Relations Branch, Ministry of Economic Growth and Infrastructure Development (MEGID)**, salary range \$3,501,526 - \$4,709,163 per annum.

### **Job Purpose**

The role of the Web and Digital Content Officer is to conceptualize, develop and execute social media and digital strategies across various social media and marketing platforms. This involves devising content and utilizing digital media to effectively communicate the Ministry's agendas and policies. The incumbent directly contributes to advancing corporate communications, public relations and branding objectives while enhancing the organization's online presence, driving brand awareness, and fostering meaningful engagement with stakeholders on websites and social media platforms.

### **Key Responsibilities Areas**

#### ***Management/Administrative***

- Represents the Branch at events, workshops, committees, and conferences, as necessary.
- Develops and oversees all graphics, social media, and digital content disseminated by the Ministry, ensuring alignment with the intended message and brand guidelines.
- Develops and reviews presentations and other materials, as needed.
- Offers technical advice and support to Senior Management, employees, and other relevant stakeholders, ensuring smooth functioning of digital platforms and campaigns.
- Generates routine and ad-hoc reports, as necessary.
- Develops Individual Work Plans.

#### ***Professional/Technical***

- Assists in the development and implementation of social media strategies, ensuring alignment with the Ministry's strategic goals and objectives.
- Generates, edits, publishes and shares engaging content daily for the Ministry's social media audiences, including website content, blogs, etc. to maintain a consistent online presence.
- Develops and implements new features to increase awareness of the Ministry's programmes and policies through promotions and competitions.
- Ideates and creates videos, photos, and graphics for the Ministry's social media platforms and other digital channels, ensuring content resonates with the target audience.
- Assists in the daily management of social media channels, including community management, scheduling, monitoring, and evaluating content.
- Utilizes listening and research tools to obtain insights and track campaign performance, informing content strategy development and optimization.
- Assists in the creation and execution of digital advertising campaigns.
- Liaises with the PR team to ensure all content meets brand guidelines and communication standards to maintain brand consistency across all digital platforms.
- Collaborates with the Communications and Media Specialist to develop and optimize content.
- Ensures content adheres to appropriate policies and GoJ requirements, conducting necessary checks before publishing.
- Edits content, monitors content needs, proofreads, and creates videos and social media graphics, ensuring accuracy and visual appeals.
- Manages coordination and engagement in chat rooms, forums, webinars, and promotions for corporate activities.
- Collaborates with stakeholders and internal/external publics to gather information, make decisions, and provide recommendations on social media strategies and design issues.

- Provides guidance and support to portfolio Agencies and Departments under the Ministry, ensuring alignment with overall communication goals and strategies. Provides advice on social media tools, techniques, and applicability, serving as a subject matter expert on design and visual media, and offering counsel on graphics concepts and tactics.
- Compiles, develops, and delivers briefings, presentations, and other vehicles in support of social media operations, sharing lessons learned and best practices.
- Conducts research on current benchmark trends and audience preferences, informing content development and strategy refinement.
- Assists in the development of the Ministry's monthly social media plans, strategies and framework.
- Stays abreast of current technologies and trends in social media design tools and applications, making recommendations for adoption and implementation within the Ministry.
- Collaborates with the wider Ministry's creative team to ensure a consistent message and strategic focus in content creation, enhancing the overall user experience across digital platforms.

### **Required Knowledge, Skills, and Competencies**

#### ***Core***

- Excellent oral and written communication skills
- Creative Thinking
- Analytical Skills
- Project Management
- Interpersonal Skills
- Manage limited resources to achieve outputs and targets
- Customer and quality focus

#### ***Technical***

- Strong knowledge in the use of Microsoft Office Suite and other relevant computer applications and systems
- Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices
- Understanding of digital marketing principles such as search engine and social media optimization and web traffic metrics
- Good understanding of social media KPI
- Excellent knowledge of web design and publishing; and
- Ability to use video and picture editing software's such as Photoshop, Canva and Adobe Premiere Pro.

### **Minimum Required Education and Experience**

- Bachelor's Degree in Marketing, Communications, Digital Media, Journalism, or any related field.
- Certification in digital marketing, content creation, social media management or related areas are advantageous.
- At least 2-3 years of relevant experience.

Applications accompanied by résumés should be submitted **no later than February 20, 2026**  
**to:**

**Senior Director, Human Resource Management and Development  
Ministry of Economic Growth and Infrastructure Development  
25 Dominica Drive  
Kingston 5**

**Email: [human.resources@megid.gov.jm](mailto:human.resources@megid.gov.jm)**

**Please note that only shortlisted applicants will be contacted.**