

Terms of Reference for Hiring a
Senior Digital Marketing Specialist

Duty station:	Beirut, Lebanon
Job title:	Senior Digital Marketing Specialist
Employment duration:	1 year renewable
Pay level:	L3, Senior Specialist

I. Scope/ Objective:

The “Senior Digital Marketing Specialist” will be responsible for the development, management, design, presentation and dissemination of different output reports and communication materials (websites, newsletters, agenda, leaflets, gadgets and promotional materials...). The Senior Digital Marketing Specialist will also develop, manage, design, implement, evaluate and report digital campaigns including social media campaigns, mobile advertising and online advertising campaigns.

II. Functions and Key Results Expected:

Under the direct supervision of the Executive Director and in close collaboration with the PR & Communication Coordinator, the Senior Digital Marketing Specialist will perform the following tasks:

- Artwork and design of the different brochures, flyers, banners, and other communication material;
- Develop the creative approach, themes, slogans and logos of the different campaigns;
- Design and develop the information and promotional materials required for the different campaigns;
- Design and develop the educational materials and brochures to be used in training or other education and promotion activities;
- Establish the media and social media strategies and follow-up on the social media activities for different projects;
- Identify the specific advertising objectives and formulate the strategy of the awareness campaigns;
- Identify the awareness raising needs with the team;
- Develop the targeted awareness strategies;
- Assist in the management of marketing campaigns for different projects;
- Follow-up on the implementation of the awareness action plans;
- Draw a resource mobilization plan for the implementation of awareness activities and follow-up on its implementation;
- Determine and develop the marketing communications tools;
- Produce or follow-up on the production of materials;
- Establish the specific objectives fundamental to the media plans (what proportion of the target must see, read or hear the advertising message during a

specified time period, how often should the target audience be exposed to the message, how much total advertising is necessary during a particular period...);

- Advise on the number of exposures among the audience and select the vehicles to deliver the advertising message;
- Distribute information and promotional materials needed to promote understanding and adoption of the different strategies and action plans;
- Support in updating the content and the design of websites;
- Manage the social media accounts (including Facebook, LinkedIn, Instagram, Twitter and Youtube accounts) as per the set strategies;
- Propose several interactive activities aimed at targeting and involving participation of consumers, decision-makers, private and public sectors;
- Conduct information sessions in different Lebanese regions;
- Identify new trends in digital marketing and brainstorm new creative growth strategies; and
- Support the information and educational activities of national and international consultants in the conduct of their work, including compilation of local materials and packaging of materials prepared or provided by the consultants.

III. Minimum Qualifications:

- Bachelor degree in communication, marketing, graphic design, or other related field, a Master's degree is a plus;
- Proven **5 years' experience** in relevant field;
- Proven experience in designing and administering successful professional and/or technical awareness/communication/marketing activities;
- Proven experience in digital marketing;
- Excellent communication skills, both written and oral, and the ability to communicate to general audiences and stakeholder groups;
- Strong knowledge of written and spoken English and Arabic. Knowledge of French is an asset;
- Good interpersonal and organizational skills;
- Proven abilities to work in a team environment;
- Proven continuous learning;
- Lebanese National;
- Proven computer and graphic design skills.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Annex 1: Level 3 - Description

I. Level: L3, Senior Specialist.

II. Expected years of experience: 5-10 years.

III. Responsibilities (R):

- L3 Senior Specialist handles routine work plan and/or performs assignments of greater complexity and importance both as set by higher level staff both as set by higher level team members. (R)
- He/she ensures tasks with moderate complexity are completed efficiently and timely (including managing other sub-tasks). (R)
- He/she provides reviews and comments on assignments by others. (R)
- He/she has a coordination role within an assigned task. (R)
- He/she provides expertise and technical knowledge across a range of activities. (R)
- He/she helps prepare budgets for proposal. (R)

IV. Innovation (I) / Adaptability (A):

- L3 Senior Specialist follows established processes to derive solutions. (I)
- He/she is expected to incorporate feedback to develop and enhance skills. (A)
- He/she is expected to consider new approaches to problems when current methods are not yielding desired outcomes. (A)
- He/she is expected to apply acquired skills and knowledge to successfully complete tasks. (A)

V. Independence (IN) / Decision Making (DM):

- L3 Senior Specialist usually requires moderate supervision. (IN)
- He/she usually requires moderate instructions. (IN)
- He/she usually requires moderate monitoring of work progress and workload. (IN)
- He/she is expected to make decisions within defined guidelines regarding areas of responsibility. (DM)
- He/she exercises independent judgment and resolve issues with a specific guidance from more senior staff in unfamiliar situations. (DM)

VI. Management (M) / Leadership (L):

- L3 Senior Specialist provides support to less experienced staff. (M)
- He/she is may have supervisory responsibilities working with lower levels to coordinate tasks. (M)

VII. Communication (C):

- L3 Senior Specialist conveys communication of routine nature without clear instructions. (C)

- He/she verifies understanding of other's perspectives and considers impact of different communication methods. (C)
- He/she tailors communication to audience without losing sight of intended outcome. (C)
- He/she represents the organization and participates and organizes meetings/events including agenda preparation. (C)