



JOB DESCRIPTION

POSITION TITLE : Digital Community Specialist

DEPARTMENT : Commercial

LOCATION : AMBER GROUP LIMITED
Suite B11, 53 Lady Musgrave Road,
Kingston 10, Jamaica

1. REPORTING RELATIONSHIPS

Reports to:

Direct Reporting - Digital Strategist
Supervises [Directly]: - No supervisory responsibility

2. PURPOSE OF POSITION

Reporting to the Digital Strategist, the Digital Community Specialist is responsible for creating and managing the online voice of the Amber Group to build brand awareness for all the Group's business lines within the online community. He or she has exceptional written communication and creative skills to develop engaging content for the brands and manage all on-line engagement activities. The Digital Community Manager must be able to act as the voice of all our brands.

3. KEY RESPONSIBILITIES

- Work with the communications design team to implement digital media campaigns to align with communication and broader business strategies
- Work with the creative team to finalize and post engaging content for all platforms, including online articles, social media posts, newsletters, and videos.
- Respond to comments and customer queries in a timely manner
- Monitor and report on feedback and online reviews

- Organize and participate in virtual events to build community and boost brand awareness.
- Coordinate with the PR and Communications team to ensure brand consistency.
- Liaise with Business Heads and Sales Teams to stay updated on new products and features.
- Build and maintain relationships with customers and potential customers online.
- Keep abreast of digital technology trends.
- Collaborate with the Group PR and Communications Manager and design team to create and manage advertising campaigns with Facebook Ads, Google Ads, and set up retargeting.
- Analyze web traffic and relevant community metrics, insights and provide recommendations to meet business objectives.
- Relay community feedback to relevant internal stakeholders.
- Create engaging content for all platforms, including blog pieces, articles, social media posts, newsletters, and videos.
- Engage with the online community and respond to comments and requests.

4. QUALITY IMPROVEMENT PROJECTS

Full participation in all Commercial projects as required.

5. PRINCIPAL CONTACTS

- Internally with: All Departments within the Amber Group's Business line, joint venture partners and other stakeholders
- Externally with: Online audience

6. JOB SPECIFICATION/COMPETENCIES [Minimum]

Required Qualification, Experience, Knowledge and skills:

- Bachelor's degree in Communications, Design or Marketing or related field
- Minimum Two (2) years' experience in a similar capacity
- Strong oral and written communication skills
- Results-oriented with strong analytical skills
- Deep understanding of digital communications best practices
- Ability to work comfortably under pressure and meet tight deadlines
- Proficiency in Microsoft Office Suite

7. DEGREE OF AUTHORITY

- The degree of authority applicable is as directed by the Group PR and Communications Manager in keeping with the standards within Amber Group Limited.

8. KEY PERFORMANCE INDICATORS

- Must create and maintain a digital calendar of events in conjunction with the Group’s PR and Communications Manager
- Must utilize digital marketing tools and applications for all digital campaigns and generate monthly online analytics for each business line
- Must engage with online community in real time and/or no later than 24 hours on line customers experience
- Lead at least one virtual event per month for selected business lines
- Must post on each business line’s at least 3 times weekly or as guided by the digital calendar

9. SPECIAL CONDITIONS ASSOCIATED WITH THE JOB

- The job is based on a minimum forty-hour work week; however, the nature of the company’s business will require flexible working hours during the week and possibly on weekends.
- Job requires alignment across multiple global jurisdictions in the quest to meet and satisfy business objectives
- The incumbent must be capable of working independently, with excellent judgment and decision-making skills, and highly self -motivated.
- The position has access to confidential material of major significance and the individual must handle information with appropriate sensitivity
- Short-term travel locally and internationally as a part of business expansion/project implementation.

10. APPROVAL

This document is validated as an accurate and true description of the job when agreement is signed below:

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Employee

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Date

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Group Chief Commercial Officer

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Date

Date Received in Human Resources Department.....