**Job Description**

|  |  |
| --- | --- |
| **Job Title:** | Social Media Specialist |
| **Reports to (Title):** | Regional Prevention, Care and Treatment Officer, Program Officer for HTS and PrEP |
| **Location:** | Region 6 (Iloilo City); Region 7 (Cebu City) |
| **Date:** | By October 2024 |

**Position Summary**

Reporting to the Regional Prevention Care and Treatment Officer and the Program Officer for HTS and PrEP, the Social Media Specialist will work and collaborate with, and support the ICAP Technical Team, the DOH-Centers for Health Development (CHDs), project facilities and field staff in Region 6 and 7 in developing and executing social media strategies, and generating engaging content on HTS and PrEP in relevant social media platforms, MSM dating apps and websites of ICAP supported facilities.

The Social Media Specialist will plan, deploy and manage social media campaigns on HIV testing and PrEP services targeting Men Having Sex with Men (MSM), young male Key Populations (YKPs) and Transgender Women (TGW), motivating them to avail of HIV testing and PrEP services. Together with the Program Officer for HTS and PrEP, he will also provide technical support and mentorship to ICAP field staff and facility healthcare workers in the implementation of social media campaigns.

**Responsibilities**

* Engage/interact with the target MSM groups/subgroups, young male KPs and TGW and develop strategies and tactics to enhance visibility/optimize social media campaigns for HIV Testing and PrEP services in ICAP supported project facilities and locations.
* Based on target audience feedback, research on industry trends and popular culture, plan, create, curate, and publish new content (including original text, images, videos) for social media platform to attract, engage, inform, build meaningful target population connections, increase trust, promote acceptance and use, and retain clients for targeted HIV Testing and PrEP services.
* Attend relevant ICAP events at the health facility and community level to produce live social media content.
* Ensure that newly developed content are technically correct, timely and relevant.
* Leverage social media platforms like Facebook, Instagram, Twitter, TikTok and Google Ads, websites of ICAP supported health facilities, including various MSM dating sites to build an audience and ensure engagement of identified target populations.
* Connect, collaborate and foster relationships with other social media practitioners/social media influencers to expand reach.
* Respond to web inquiries or reader comments through chat, engage target populations with SMS conversations, and manage email correspondences.
* Link clients interested in HIV testing or repeat-testing, PrEP initiation or refill to the nearest ICAP roving/peer navigators or ICAP supported facilities in the area.
* Monitor social media site/MSM app metrics, analyze data and track effectiveness of social media campaigns.
* Support the evaluation of social media strategies and activities, understand what works or does not work, including implementation limitations and challenges.
* Stay updated with best practices in the industry, the latest trends or emerging trends in social media and adapt strategies accordingly.
* Provide regular feedback to the ICAP Technical Team, including insights, perspectives and recommendations to further optimize HIV Testing and PrEP promotion and uptake of services.
* Together with the Regional HTS and PrEP Officer, support capacity building/coaching of ICAP field personnel to include case managers, peer navigators/ roving peer navigators and case finders in promoting HIV testing and PrEP services and or/interventions using social media.

**Education**

* Bachelor's degree in communications, marketing; or related fields with social media marketing certifications

**Qualifications**

* Strong functional knowledge of social media principles and practices.
* Excellent social listening skills.
* Has passion for digital marketing, love for creating engaging content, and desire to connect with people through social media.
* Deep knowledge and extensive experience in the use social media platforms and MSM dating apps in the country.
* Proficiency with major social media platforms and social media management tools and analytics.
* Proficiency with video and photo editing tools, digital media formats, and HTML.
* Wide following in social media platforms/MSM dating apps is desired.
* Experience in implementing HIV prevention and testing interventions in Key populations particularly young key populations (YKPs), men having sex with men (MSMs) and transgender women (TGs) is a plus.
* Strategic thinking, problem-solving, and strategic planning skills .
* Excellent written and oral communication skills.

**Travel Requirements:** As needed.

\_\_\_\_\_\_\_\_

The position is contingent upon the availability of grant funding. Columbia University is an equal opportunity and affirmative action employer. It does not discriminate against employees or applicants for employment based on race, color, sex, gender, religion, creed, national and ethnic origin, age, citizenship, status as a perceived or actual victim of domestic violence, disability, marital status, sexual orientation, or any other legally protected status.