



External Publication of Job Posting

50549362

Job Posting Title

CONTENT DEVELOPMENT EXPERT

Start Date

06.07.2018

End Date

06.08.2018

Reference Code

DIC / 2018 / 03 / 03

Job Title

CONTENT DEVELOPMENT EXPERT

Organization

The African Union, established as a unique Pan African continental body, is charged with spearheading Africa's rapid integration and sustainable development by promoting unity, solidarity, cohesion and cooperation among the peoples of Africa and African States as well as developing a new partnership worldwide. Its Headquarters is located in Addis Ababa, capital city of Ethiopia.

In seeking to achieve these objectives, the African Union intends to strengthen its capacity to deliver by, among others, the implementation of new organization structure and the filling of regular and short-term vacant posts.

The Commission of the African Union invites applicants who are citizens of Member States for the short-term post of Content Development Expert in the Directorate of Information and Communication of the African Union Commission.

Department

1. POST

Title Content Development Expert

Grade: P2

Supervisor: Director, DIC

Directorate: Information and Communication

Duty Station: Addis Ababa, Ethiopia

Number of posts : 1

Project

2. JOB SUMMARY

Under the direct supervision of the Director, Directorate of Information and Communication (DIC), the Content Development expert will support the implementation of the AUC Communication, Advocacy and Marketing Strategy by focusing efforts on the development of content and material, aligned with the core brand positioning for the AU, to be used across all communication platforms including.

The Content Development Expert will produce content in a nimble and agile way and ensure 360 degree deployment through various broadcast, print and digital platforms - web, social, mobile etc.

The ideal candidate should have strong background in creative concept design and development, brand communication strategy, copywriting, art direction, and advertising.

The candidate should have a good understanding of the organisation, its mandates, and structure; and must also display a good understanding and appreciation of Africa's Development agenda and how to interpret the agenda into creative concepts that will engage various audiences.

Tasks

3. DUTIES AND RESPONSIBILITIES:

Content Development- Digital, Print, Audio-Visual, Promotional

- Convert strategies and ideas in creative concepts that best reflect the core message of the AU brand for use on various communication platforms (online and offline)
- Develop storyboards to support production of in-house documentaries and films
- Work with advertising agencies and production houses to develop communication material ensuring any material developed is in line with the core creative ideas and AU brand guidelines
- Ensure all content developed has the relevant rights assigned to AU e.g. talent, music rights, visuals etc.

Copywriting

- Develop scripts and copy to support messaging on various communication platforms mediums
- Work with communication teams to develop scripts for AU audio and video material such as podcasts that create awareness of AUC and Organs
- Work with DIC communication division and the audio visual team to develop scripts that tell the history of the AU from archived material and develop audio-visual content from the same including for use in AU history publications or memorabilia

Brand Identity Toolkit

- Design and Maintain an updated toolkit of all AU brand assets
- Design any new items in line with the brand guidelines and AU communications policy
- Ensure all material developed before production or use has the relevant copyright, trademark and legal statements inserted to ensure protection of AU brand assets
- Provide direction and support to the Audio-visual, graphics design and web team in concept creation, presentations, multimedia pieces and marketing collateral, to develop creative ideas, graphic design and other digital assets
- Support requests for AU branding material by providing creative material in the high res format or as per the requested format by ends user department or MS without compromising quality

Innovation

- Work with the Webteam and MIS teams to ensure any websites, apps and content for developed for

mobile platforms adheres to the brand guidelines and communication policies of the AUC

- Develop insightful, thorough recommendations to improve technical, design, content, on-page and off-page optimisation elements for AUC digital platforms
- Collaborate with the webteam to create landing pages and optimize user experience
- Evaluate emerging technologies; provide thought leadership and perspective for adoption where appropriate.

Any other duties as assigned by the Director, DIC

Requirements

. QUALIFICATIONS AND WORK EXPERIENCE REQUIRED:

- Bachelor's Degree in Art, Creative Arts, Design or Communication & Advertising with a minimum of 3-4 (three to four) years of relevant work experience OR Professional Advanced Level Diploma in the field of studies mentioned above, with a minimum of 5 (five) years relevant work experience
- Professional qualification related areas such Art Direction / Visual Communications, script writing, illustration, Animation, 3D Motion /Multimedia Design
- Work experience preferably in a Creative department of a reputable service provider / advertising agency
- Proven experience in senior creative role preferably as lead creative or art director in an advertising, brand services or interactive design agency. Experience in managing teams is an added advantage.
- Hands-on experience in 360degree conceptual creative process including art direction, copywriting, graphic design and brand development
- Experience of developing interactive content for digital platforms
- Experience in developing content for well-known global or regional brands will be an advantage

APPLICANTS SHOULD ATTACH SAMPLE OF THE PORTFOLIO OF THEIR WORK WHEN SUBMITTING THEIR APPLICATION

3. TECHNICAL COMPETENCIES

- Excellent working knowledge of design software and creative platforms such as Final Cut Pro, Adobe Creative Suite Programmes (Photoshop, Illustrator Indesign etc)
- Knowledge of conceptualisation, development and production of content for advertising, promotional material, printed publications and e-content (Audio Visual channels: broadcast, online, mobile platforms; Outdoor, Print)
- Competent in creating, articulating and applying creative strategy and ideas
- Demonstrated excellence in storyboarding and art direction / production;
- Excellent copywriting skills for different communication channels
- Digital Astute – Content creation for digital platforms including mobile
- Digital platform design - creativity of design as relates the overall look and feel of a website and associated mobile platforms
- Well versed in the use of Contemporary design audio-visual software programmes other relevant software
- Knowledge of marketing automation and technology enablement, message development, social CRM. Online advertising design, development and campaign management
- A knowledgeable communication expert who understands and applies fundamental brand building and current media concepts and principles of a professional and technical specialty of the position
- Knowledge of Social media marketing techniques and effective communication on digital platforms including mobile platforms
- High proficiency in Mac Os and MS Office programmes - Word & PowerPoint

4. OTHER RELEVANT SKILLS & COMPETENCIES

- Calm under pressure and ability to manage multiple projects and work assignments;
- Excellent communication skills- oral, writing, proof reading and presentation skills
- Ability to take initiative and be a team player and have the ability to work in a high pressurized environment and to deliver in a timely manner;
- Excellent interpersonal skills and must possess the ability to work with a team of professional staff and capacity for creativity and initiative as well as capacity to work under pressure.
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- Possesses basic knowledge of organizational policies and procedures relating to the position and applies them consistently in work tasks
- Demonstrate corporate knowledge, sound judgment and analysis of the Commission's Communication requirements and synthesizes proposals
- Strives to keep job knowledge up-to-date through self-directed study and other means of learning
- Demonstrates good knowledge of information technology and applies it in work assignments
- An individual who demonstrates and safeguards work ethics and integrity and is self- initiative driven
- Punctuality and working under tight time schedules;

5. LANGUAGE REQUIREMENTS

- Must have excellent speaking and drafting skills, written and spoken English.
- Proficiency in French is desired and working knowledge in any other AU official working languages would be an added advantage.

6. GENDER MAINSTREAMING:

The AU Commission is an equal opportunity employer and qualified women are strongly encouraged to apply.

7. TENURE OF APPOINTMENT

The appointment shall be of an initial period of two (2) years, the first three (3) months of which shall be on probation.

8. REMUNERATION:

The salary attached to the position is a fixed annual lump sum of US\$ 85,212.07 (P2 Step 5) inclusive of all allowances for internationally recruited staff and US\$ 66,751.81 inclusive of all allowances for locally recruited staff.

HOW TO APPLY:

Applications must be made through the AUC E-recruitment Website <http://www.aucareers.org> not later than 6 August 2018.

Applications are pre-screened by the system according to the published requirements of the job opening on the basis of the information provided in the application. In relation to the requirements of the job opening, applicants must provide complete and accurate information pertaining to their qualifications, including their education, work experience, and language skills. Each applicant must bear in mind that submission of incomplete or inaccurate applications may render that applicant ineligible for consideration for the job opening. Initial screening and evaluation of applications will be conducted on the basis of the information submitted. Applications cannot be amended following submission. Candidates under serious consideration for selection will be subject to a reference-checking process to verify the information provided in the application.

Directorate of Administration and Human Resource Management
African Union Commission
Addis Ababa (Ethiopia)

Contract Type

Fixed Term Contract

Employment Fraction

Full-time

Branch

Headquarters