

Join Our Team

Multimedia Officer

Youth Impact's mission is to connect youth to proven life-saving information. Our vision is to enable over 1 million youth to thrive through delivery of multiple evidence-based programs. We are at an inflection point in our growth: we have over 200 staff, three programs in health and education, and a cumulative reach of nearly 100,000 youth in 10 countries. Our culture is unique: we are always learning, have a dynamic, youthful team, a fierce commitment to measurement and evidence, and work hand-in-hand with the government. On a given day our leaders will sing and dance, negotiate MOUs, and spend dedicated time with the field team in schools.

Primary Purpose:

The Multimedia Officer works to promote the mission and work of Youth Impact by designing and developing ongoing multimedia content which will share and promote our work and success. The Multimedia Designer will possess strong photography and videography skills, as well as an eye for graphic design. S/he will sit within the Communication team, but work across departments to support program branding, event planning, social media initiatives and capture key moments in the field through photography and videography.

Primary Duties & Responsibilities:

Videography & Photography - 70%

- Plan for and collect content from the field that will be incorporated in communications materials. This will include photography and video recording and editing videos of training, program implementations, stakeholder field visits, team and other events.
- Collect, create, and distribute meaningful stories, content, images, videos, information and talking points for Youth Impact's presentations and collateral.
- Help organize and manage multimedia for organizational trainings or meetings.

Communications & Social Media - 20%

- Collect and create content for Youth Impact's website, social media (Facebook, Twitter, Instagram, LinkedIn, YouTube), and newsletter (Mailchimp) to build and engage community support.
- Develop and explore creative and innovative ideas to address communications and marketing challenges.
- Support community building activities like World AIDS Day, Month of Youth Against AIDS, Literacy Day, etc.

Branding, Design, and Marketing- 10%

- Help design and produce publications and collateral including the Annual Report and Quarterly newsletters.
- Design, create, market, and distribute materials pertaining to Youth Impact's brand and programs (brochures, banners, graphics, articles etc.) and manage the dissemination of the above via creative mediums (press conference, online presence etc.).
- Design materials for social media including job adverts, flyers celebrating various commemorations, and graphics promoting organisational programs and research.

Required Skills and Experiences:

- Strong videography and photography skills
- Knowledge of social media (Facebook, Instagram, Twitter, LinkedIn) and metric tracking software
- Website maintenance experience required.
- Fluency with Adobe Creative Cloud (Indesign, Illustrator, Spark, Lightroom, Photoshop, Premiere Pro CC) required.
- Writing skills for various platforms and audiences including blog posts, newspaper articles, and newsletters.
- Graphic design skills.
- Event planning and project management experience.
- Collaboration skills required. Must work well individually and as part of a team.
- Professionalism at all times is of utmost importance. Must be self-motivated.
- Collaboration skills required. Must work well individually and as part of a team.
- Professionalism at all times is of utmost importance. Must be self-motivated.

Deadline to fill out the application is 09 October 2022 by 00:00 CAT.

Follow the link on our website for application materials: <https://www.youth-impact.org/join-us-1>

Time Period: 2-year fixed contract, with potential for extension pending performance.

Location: Gaborone, Botswana

