



BASICS INTERNATIONAL

B A S I C S (Brothers And Sisters In Christ Serving) is a registered NGO (Non Governmental Organization) in Ghana, West Africa.

BASICS International is:

A global community based intervention program, promoting literacy, economic empowerment, health, wellness, and social inclusion. Providing BASIC tools for self sustainability

OUR IMPACT

Since 2000, BASICS International has impacted over **300,000** people through community outreach, provided educational sponsorships for students from Kindergarten to University, provided , short and long term shelter to at risk girls. BASICS has hosted over **1,000** volunteers, representing **21 countries**, and over 500 internships to University students.

Digital Strategist

Responsibilities

The job includes:

1. Work with senior management to develop and implement a marketing strategy. Responsible for planning, managing, and implementing all marketing initiatives and activities outlined in the marketing strategy.
2. Develop, implement and manage relevant marketing standard operating procedures (style guides, website, events, social media, etc.)
3. Make use of digital tools to maximize global and local opportunities in advocacy and corporate partnerships to advance organizational growth and the corporate mission
4. Design, build and maintain organization's online presence across social media channels and website
5. Ideating, conceptualizing, and executing the creative programs and digital media campaigns. Develop and implement strategic marketing and advertising content and campaigns to support brand strategy.
6. Plan, coordinate, and implement internal and external communications initiatives and activities.
7. Concept and content development, design, writing, editing/proofreading layout to print (newsletters, annual reports, presentation materials, pitch decks, grant applications, etc.)
8. Manage the planning and execution of all communications and media actions on all channels, including websites, social media, and e-mails. Develop content stories for all marketing communication channels.
9. Plan, manage and coordinate media and PR events and activities.

Qualifications

1. Bachelor's degree in business, marketing, journalism, public relations, communications, or a related field.
2. Minimum of 1-year experience in a similar role in a non-governmental organization (NGO) or related experience in community service or CSR program.
3. Proficient in using social media and analytical skills.
4. History of volunteering in community service programs is an advantage



5. Ability to independently lead and execute projects.
6. Excellent organizational, interpersonal, and communication skills.
7. Intermediate photography and videography skills
8. Advanced knowledge of Graphic design software, such as Adobe Photoshop, Illustrator and Canva
9. Storytelling, Blogging or Advertising copy-writing experience
10. Professional Written and oral communication in English
11. Creative thinker