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Anyone Can Code
+251904262728 | icogacc.com | info@icog-acc.com

**Job title - Social Media Influencer**

**Job Overview**

This document includes the job requirements as well as the tasks and responsibilities of the Social Media Influencer position for iCog Anyone Can Code. The main task includes creating and promoting SRHR (Sexual & Reproductive Health and Rights) related content on social media. The social media influencers will be supported with media literacy skills, AYSRH information, and value clarification training in order to enable them to produce quality (positive) AYSRH information and links through their Blogs, Vlogs, etc and encourage their followers to join the online campaign. Specific tasks and responsibilities for the position are as provided hereunder.

**Task and Responsibilities**

- Follow the communication, brand guidelines of iCog-ACC.
- Receive capacity building support from iCog.
- To create and promote content alongside iCog-ACC.
- Be well familiarized with the project's mission, vision, and goals.
- Follow a campaign plan and deliver tasks accordingly.
- Track contents and their reach using social media analytics tools.
- Provide reports and useful recommendations based on audience preferences and interactions.

**Job Requirements**

- Proven work experience as a Brand Ambassador, or similar role.
- Strong social media presence on multiple platforms (more specifically Instagram and Tik Tok).
- Experience creating online content.
- Familiarity with scheduling tools for social media.
- Excellent communication skills.
- Professional attitude.
- An outgoing, friendly personality, and a desire to meet new people.
- **Previous experience working on SRH related issues is much preferred.**

Interested applicants please fill out this **form**.
**Good Luck!**