

We are seeking a creative and organized social media assistant to join our communication team. The ideal candidate will be responsible for managing our social media presence, creating engaging content, and analyzing engagement metrics. The successful candidate should have a deep understanding of various social media platforms and tools, and be able to contribute fresh ideas to our digital marketing efforts

Terms of Reference

Social media assistant (1 position for period of 1 year, part time – 4 hours per day, 20 hours per week)

About CRPM

Founded in 2004 under the Macedonian law as a “civic association” (or an NGO) the Center for Research and Policy Making- CRPM engages in policy analysis, seeking to open the policy making process to citizens, improve laws, assess institutional capacities for their implementation as well as monitor and evaluate how much these policies are creating public value or are directed towards the “Europeanization” of Macedonia. The organization has implemented over 200 research projects. Since 2011 our focus has moved from Macedonia towards the Western Balkans, with the aim of becoming a leading think tank in the region. Since then CRPM implemented over 100 regional projects; organized 4 international academic conferences, and a dozen of regional policy forums on energy efficiency, investment policy, hidden economy, education, security and stability, gender equality and European enlargement.

CRPM is ranked among top 100 CEE and SEE think tanks on the Think Tank Index and has received the PASOS think tank award in 2011, best policy study award in 2013 and the Japanese Medal for Outstanding Research in Development by the Global Development Network in 2016. In 2023 CRPM was nominated for the Council of Europe Global Democracy Leadership Award.

Main responsibilities of the Social Media Assistant

The main responsibilities of the Social Media Assistant include, but are not limited to:

- Pro-actively contribute to day-to-day implementation of projects and ensure conformity to expected results and project work-plans;
- Maintain project correspondence and communication;
- Collect, register and maintain all information on project activities;
- Contribute to the preparation and implementation of progress reports;
- Prepares communication guides for events and provides support to international participants, consultants and stakeholders through communication of events;
- Assist in logistical organization of meetings, training and workshops;
- Draft minutes of project related meetings

- Creates content (infographics, videos, GIFs, visualizations), schedules posts, analyzes engagement metrics, manages social media campaigns,
- Draft and produce media releases, brochures, case studies, media kits and other knowledge products and resource materials including distribution;
- Prepares material for the project web site and coordination of outreach activities through social media;
- stays updated with the latest trends on various social media platforms.
- Perform other duties as assigned.

Required Qualifications

Beside the general terms of employment entailed in the national legislation, the candidate should also fulfill the specific terms of employment for the positions such as:

- University degree in communications, journalism, business administration, or
- Certificates in digital marketing, photography, and graphic design.
 - Specialized social medial experience is an asset
- At least 1 year of experience in social media or communications
- Excellent oral and written communication in Macedonian and Serbian (knowledge in Albanian will be considered an asset)
- Excellent oral and written English language communication skills
- Advanced computer skills, especially MS Word, internet browsing,
- Familiarity with various social media channels like Facebook, Instagram, TikTok, and LinkedIn is essential
- Web content management is a must
- Experience in using Canva, Illustrator or MS Publisher is an asset.

Accountability and Working Relationships

- Accountable to the Project Managers, CRPM Communications Officer and CRPM Executive Director;
- Works closely with all members of the CRPM Team.

Competences

- Creative and organized
- Great attention to details, precision and accuracy in performing tasks
- Proactive, and solution-oriented person
- Good time management skills
- Flexibility and adaptability of the work challenges
- Ability to meet deadlines, work on own initiative and consult where appropriate
- Team Work
- Strong commitment to CRPM's mission and values
- Highly motivated self-starter
- Intercultural sensitivity and awareness is a must

Salary: Salary according to CRPM salary policy is 450 euros gross (for a part-time).

Application process:

Candidates can apply by submitting a cover letter stating why they are interested in this position, what they would bring to the role and how they fit the person specification. This letter should be submitted with a CV to crpm@crpm.org.mk by midnight 15th October, with 'Social Media Assistant' in the subject line.

The selection process in CRPM is conducted in three phases and in multiple languages. The first is CV and cover letter assessment. The second is an assignment. The third is an interview.

The successful candidate is employed under labour relations contract.

CRPM is an equal opportunity employer and currently encourages men to apply for achieving gender balance in staff.