

## Communications Officer

### Description:

We're a fintech provider developing solutions that enable financial inclusion growing at supersonic speed. Our cloud-based platform empowers financial institutions tackling the challenges to connect billions of potential clients at the base of the economic pyramid to financial services, we think that's pretty cool.

Our metrics to date are unicorn equivalent and we're proud of our immense social impact. Our content, sales and product teams love collaborating to ensure we're running arm-in-arm, always. We have a no egos policy, meaning a happy, friendly, sharing culture.

Oradian is growing rapidly having just added our Philippines office to the mix and have won multiple major accounts in a short amount of time. We will further expand into other territories shortly.

Our Head Office is located in Zagreb, Croatia and our shiny new office in looking for a shiny new hire.

### Location:

Zagreb, Croatia

### The Role:

The Oradian Communications Officer is responsible for shaping and administering the company's branding, social media marketing and advertising, communications and events.

We are looking for someone who is:

- **Curious about the world** – You have a strong social conscience, excited about new technology, innovative marketing ideas and will bring the same to your media plans. You love insightful work.
- **A self-starter** – You possess a can-do attitude and are eager to learn. You love taking responsibility and problem solving and have an eye for detail. You are ambitious and a go-getter.
- **You are resourceful and collaborative** - You love learning from others and always ready to help others out. You're proud of your craft but you achieve best results when you work with others
- **Someone with a sense of fun!** – You can laugh at yourself and see the funny side of most situations. You work hard but know the importance of having fun.

### Responsibilities:

- Deliberate planning and goal setting
- Development of brand awareness and online reputation
- Content management
- SEO (search engine optimization) and generation of inbound traffic
- Cultivation of leads and sales
- Managing and preparation of events

The Communications Officer is highly motivated and creative with experience and a passion for connecting with current and future customers. That passion is rooted in understanding the brand value, customers' needs and willing to solve customer's needs.

Community leadership and participation (both online and offline) are integral to a Communications Officer's success. An essential component is communicating the company's brand in a positive, authentic way that will deliver awareness, thought leadership and community discussion.

The Communications Officer is instrumental in managing the company's content-related assets. Content must be relevant and be optimised for search engine ranking. It is understood that managing content is part of the Communications Officer's Job Description.

#### **Content management responsibilities include:**

- Administrate the creation and publishing of relevant, original, high-quality content.
- Identify and improve organisational development aspects that would improve content (ie: employee training, recognition and online review building).
- Create a regular publishing schedule.
- Implement a content editorial calendar to manage content and plan specific, timely marketing campaigns.
- Promote content through social advertising.
- Promote and prepare content for offline dissemination.

This position is full time salaried. Specific titles and/or duties for this position may also include:

- Digital Marketing Officer
- Social Media Officer
- Content Marketing Officer
- Customer Experience Officer
- Community Officer

#### **Social Media and Marketing responsibilities;**

Develop a social media marketing plan to be reviewed no less than every 90 days and include;

1. Brand Development
2. Identify Target Customers
3. Set Clear Objectives
4. Visual Design and Web Development Strategy
5. Solid Content Strategy
6. Promotion Strategy
7. Engagement Strategy
8. Conversion Strategy
8. Measure & Analyze to Establish ROI

#### **Essential Duties of the Communications Officer**

- Manage social media marketing campaigns and day-to-day activities.
- Develop relevant content topics to reach the company's target customers.
- Create, curate, and manage all published content (images, video and written).
- Monitor, listen and respond to users in a "Social" way while cultivating leads and sales.
- Conduct online advocacy and open a stream for cross-promotions.

## Qualifications and Experience:

- Develop and expand community and/or influencer outreach efforts.
  - Oversee design (ie: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, Blog, etc.).
  - Design, create and manage promotions and Social ad campaigns.
  - Manage efforts in building online reviews and reputation. Monitor online reviews and respond to each review.
  - Analyze key metrics and tweak strategy as needed.
  - Compile reports for management showing results (ROI).
  - Become an advocate for the company in social media spaces, engaging in dialogues and answering questions where appropriate.
  - Demonstrate ability to map out a comprehensive marketing plan. Drive strategies that are proven by testing and metrics.
  - Develop organizational elements in order to implement a proactive process for capturing happy, loyal customer online reviews.
  - Monitor trends in social media tools, applications, channels, design and strategy.
  - Implement ongoing education to remain highly effective.
  - Identify threats and opportunities in user-generated content surrounding the company. Report notable threats to appropriate management.
  - Identify events and conferences which align with the company's objectives and strategy.
  - Register, prepare and organise conferences both hosting and attendances.
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- Possesses knowledge and experience in the tenets of traditional marketing. Marketing degree is welcomed but not required with relevant work experience.
  - Demonstrates creativity and documented immersion in social media. (Give links to profiles as examples).
  - Proficient in content marketing theory and application.
  - Experience sourcing and managing content development and publishing.
  - Exhibits the ability to jump from the creative side of marketing to analytical side, able to demonstrate why their ideas are analytically sound.
  - Displays in-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Instagram, YouTube, Pinterest etc.) and how each platform can be deployed in different scenarios.
  - Maintains excellent writing and language skills.
  - Good attention to detail and quality control.
  - Impeccable organizational skills, comfortable with multitasking and running multiple projects simultaneously.
  - Enjoys a working knowledge of the blogging ecosystem relevant to the company's field.
  - Displays ability to effectively communicate information and ideas in written and video format.
  - Excels at building and maintaining sales relationships, online and off.
  - Practices superior time management.
  - Is a team player with the confidence to take the lead and guide other employees when necessary. (ie: content development, creation and editing of content, and online reputation management).
  - Makes evident good technical understanding and can pick up new tools quickly.
  - Maintains a working knowledge of principles of SEO including keyword research and Google Analytics. Highly knowledgeable in the principles of "Search and Social."

- Possesses functional knowledge and/or personal experience with WordPress.
- Demonstrates winning Social Customer Service techniques such as empathy, patience, advocacy and conflict resolution.
- Possesses great ability to identify potential negative or crisis situation and apply conflict resolution principles to mitigate issues.
- Qualified, Savvy Communications Officers do not just happen.
- Sector experience is a major plus

The Oradian Communications Officer is the voice of our company and should be included in all matters which are customer-facing.

Want to be part of a fast growing company that's helping to change the world?

Email us at [be@oradian.com](mailto:be@oradian.com)

