

Job Title: Social Media and Content Officer

Location: Abuja, Nigeria

Organisation: Kimpact Development Initiative

Reports to: Program Lead and works closely with advocacy and research teams.

About KDI

Kimpact Development Initiative (KDI) is a non-profit, non-governmental organisation that inspires citizen-led democratic development anchored on the principles of participation, data-driven advocacy, strong democratic institutions, gender equality, and public policies.

Role Overview

KDI is seeking a dynamic and creative **Communications Officer** to support our digital communications and citizen engagement strategy. This individual will manage all communication platforms, oversee content creation, and coordinate messaging across partner organisations to ensure coherent, impactful advocacy that resonates with our audiences, especially Nigerian youth.

Key Responsibilities**1. Strategic Communications & Messaging**

- Develop and implement a strategic communications plan that aligns with our mission and campaign goals.
- Identify key stakeholders and tailor messaging across appropriate channels (Twitter/X, TikTok, Instagram, Facebook, Website).
- Aggregate and amplify campaign messages from partner organisations to ensure coherence and reach.
- Support scenario planning and agile communications adaptations throughout the campaign cycle.

2. Content Creation & Social Media Management

- Create engaging and youth-centric multimedia content (text, graphics, videos) for our platforms.
- Manage a robust content calendar, scheduling posts and updates across social platforms and the website.
- Produce and maintain a digital content bank with post ideas, stories, graphics, and video scripts.
- Drive messaging around electoral participation, democratic accountability, and good governance.

3. Monitoring, Analytics & Reporting

- Track, analyze, and report on campaign performance).
- Produce monthly social media reports using audience analytics and platform insights.

- Respond daily to comments, mentions, and messages across all social channels.
- Integrate communication performance into a dynamic campaign dashboard.

4. Capacity Building & Partner Engagement

- Design and deliver quarterly digital communication and social media training for campaign partners.
- Support partners to strengthen their messaging, advocacy campaigns, and online engagement strategies.

Qualifications & Skills

- Bachelor's degree in communications, Journalism, Political Science, or related field (Master's is an advantage).
- Proven experience managing communications for advocacy campaigns or youth-focused initiatives.
- Strong understanding of Nigeria's democratic landscape and electoral processes.
- Proficiency in content creation tools (e.g., Canva, Capcut).
- Exceptional writing, editing, and storytelling skills.
- Fluent in English; working knowledge of French is an advantage.
- Demonstrated ability to interpret data and apply analytics to improve engagement

Preferred Attributes

- Passion for youth engagement, governance, and civic participation.
- Ability to work independently and collaboratively with diverse stakeholders.
- Familiarity with digital advocacy trends and best practices.
- Willingness to occasionally work flexible hours aligned with campaign activities.
- Ability to adapt messaging in dynamic political contexts

How to Apply

Interested applicants should send a **CV, cover letter**, and **samples of contents created across social media handles** (or portfolio link) to info@kimpact.org.ng with the subject line:

"Application – Social Media and Content Officer 2025" by 31st July, 2025.