



## **JOB VACANCY ANNOUNCEMENT**

The Kear Foundation is a Liberian Non-for-profit Organization formed with the aim to among other things, provide humanitarian aid to the suffering masses in the areas of Education, Health, Agriculture, water, Sanitation and hygiene. As it is a known fact that Liberia recently graduated from a protracted period of civil crises and is now on a very optimistic path to national development, graduating from crises to emergence, to sustainability, and now to development aimed at prosperity. The Kear foundation sees this period as a perfect time to participate in the process of national development in the humanitarian and communication sectors.

Under the communication arm, the Kear Foundation runs the Kear Communications Network with a radio station, and an online TV platform. The radio station will start broadcasting in March 2024. In so doing, the Kear Communications Network is seeking applications from qualified Liberians to occupy the positions of Editor-in-Chief and Media Marketing Specialist.

### **1. Editor-in-Chief**

#### **Job Responsibilities:**

- ❖ Ensuring the quality, accuracy, and relevance of news content.
- ❖ Assign stories to reporters and writers based on their expertise, availability, and the news agenda.
- ❖ Edit and proofread stories for grammatical errors, run-on-sentences, misspelling, style, and factual errors.
- ❖ Write headlines, captions, summaries, and introductions for the stories in an informative and engaging manner.
- ❖ Coordinate with photographers, and multimedia producers to create attractive visuals and contents for the stories.
- ❖ Meet, deadlines, and workflow of the news team while ensuring that the content follows ethical and legal standards of journalism.

#### **Qualification, Experience and skills:**

- ❖ Applicant must have at least five (5) years of experience in news editing and a minimum of diploma in journalism. Bachelor Degree from a recognized institution is preferred.
- ❖ Applicant must be fluent in English and writes exceptionally well.
- ❖ Applicant must be computer literate and have a working knowledge of Microsoft Office, power point, Microsoft Excel, Access, desktop publisher, basic data entry, and Google platforms



Monrovia, Liberia

Cell #: +231 881075346/+231 772759149

Email: [info@kearfoundation.com](mailto:info@kearfoundation.com)

## 2. Media Marketing Specialist

(Female is highly Preferred).

### Job Responsibilities:

- ❖ Spearhead the strategic and execution of marketing campaigns and activities, including advertising, public relations, events and promotions, to enhance the awareness and positioning of the organization and all its main activities, in particular its events, and to increase sales.
- ❖ Securing media contracts such as advertisement, promotions, and branding for the organization.
- ❖ Develop and implement performance metrics and tracking tools to monitor and measure client's intake and retention results.
- ❖ Manage the production and dissemination of all marketing and communications materials
- ❖ Oversee the nature and tone of content, and adherence to branding, across the organization's digital channels, in consultation with the IT Assistant.

### Qualifications, Experience and Skills:

- ❖ Applicant must have a Bachelor's Degree in Communications, Marketing or its equivalent
- ❖ Minimum of 5 years with successful marketing communication experience or previous experience that shows the use of skills necessary to execute the duties and responsibilities of this job successfully.
- ❖ Experience of planning and executing targeted marketing and advertising campaigns
- ❖ Experience in digital and print marketing, content marketing, and social media marketing.
- ❖ Experience of promoting organization through effective media relations, including pro-active campaigns and re-active reputation management.
- ❖ Experience writing press releases, making presentations and negotiating with media institutions and clients.
- ❖ Ability to monitor and assess marketing and media strategy and activities success/failure against key objectives.
- ❖ Strong leadership skills and ability to thrive in results-oriented environment

Applicants must send a cover letter and CV to [kearnetwork@gmail.com](mailto:kearnetwork@gmail.com) with the subject line Editor-in-Chief or Media Marketing Specialist or hand deliver your letter of application to the Management of Kear Humanitarian Foundation & Communications Network, Inc. opposite BTC Barrack, UN Drive, Monrovia, Liberia on or before August 10, 2024. Short-listed candidates must be available for interview from from August 13, 2024. Unfortunately, due to the high level of interest in our organization, we are only able to reply to shortlisted applicants