



ELOI MINISTRIES



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JOB DESCRIPTION

Job Title: Social Media Influencer.

Organization: Eternal Life Organization International Ministries (ELOIM)

Location: ELOIM Head Office, Kampala – Uganda

Contract: Full time volunteer with minimal facilitation.

Back ground:

Eternal Life Organization International Ministries (ELOIM) is a dedicated group of passionate individuals committed to making a positive impact in African communities of Uganda.

We are a not for profit organization, non-political and do not require our beneficiaries to subscribe to any specific religion in order to benefit from our programs.

Our mission is to improve access to essential resources and services through our various programs and initiatives in Uganda.

The **mission** of the organization is “Empowering Ugandan communities by providing access to improved healthcare, education, justice, and environmental sustainability with love, care and compassion.

ELOI Ministries **envisions** “A vibrant Uganda where every individual thrives in body, mind, and spirit, with access to quality healthcare, education, justice, and a sustainable environment.”

We believe that every individual deserves access to these basic necessities, and we are committed to providing them to those in need. By partnering with local communities in Uganda, healthcare providers, educational institutions, and justice systems, we ensure that people receive quality resources and care.

VISIT OUR U.S.A MISSION.

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Job Purpose:

As a Social Media Influencer for ELOI Ministries, your role is to raise awareness, engage online audiences, and promote the organization's mission, programs, and activities through various social media platforms. You will act as a key advocate for ELOI Ministries, helping to increase the organization's visibility, impact, and support base by creating authentic, engaging, and compelling content, including graphics and visuals.

Key Responsibilities:

- **Content Creation:** Develop original and engaging content (photos, videos, graphics, blogs, and vlogs) aligned with ELOI Ministries' mission and programs. Create visually appealing graphics (infographics, posters, social media banners, etc.) to highlight key messages, statistics, and success stories.
- **Campaign Promotion:** Support fundraising, outreach, and advocacy campaigns by creating and promoting them across social media channels using a combination of video, graphics, and text-based content.
- **Graphic Design:** Collaborate with the Media and Communications Officer to design custom graphics for use in digital campaigns, newsletters, and promotional materials. Use tools like Canva, Adobe Photoshop, Illustrator, or similar software to create professional-grade visuals that resonate with ELOI Ministries' audience.
- **Brand Consistency:** Ensure that all graphics, images, and social media visuals align with ELOI Ministries' brand guidelines and visual identity.
- **Audience Engagement:** Regularly interact with followers, responding to comments, messages, and feedback in a timely and respectful manner.
- **Brand Ambassadorship:** Represent ELOI Ministries as a positive and influential voice, adhering to the organization's core values and mission.
- **Collaboration:** Work closely with the Media and Communications Officer and other team members to ensure consistent messaging, branding, and visual content across all digital platforms.

- **Platform Management:** Manage ELOI Ministries' social media accounts, ensuring regular posting, timely updates, and active engagement on platforms like Facebook, Instagram, Tiktok, YouTube, and Twitter.
- **Performance Tracking:** Analyze and report on the performance of social media campaigns, using insights to optimize future content strategies.
- **Community Building:** Build a supportive online community by sharing stories of impact, case studies, and the outcomes of ELOI Ministries' programs through both graphics and multimedia content.
- **Trend Monitoring:** Stay updated with the latest social media trends, tools, and platforms to suggest innovative ideas for increasing online engagement, including exploring new trends in graphic design.

Key Skills and Qualifications:

- ✓ **Proven Influence:** Demonstrated experience in growing a significant social media following, preferably in the non-profit, social good, or community-driven space.
- ✓ **Graphic Design Proficiency:** Advanced skills in creating social media graphics using tools like Adobe Photoshop, Illustrator, Canva, or other graphic design software.
- ✓ **Strong Communication:** Excellent written and verbal communication skills to create compelling and authentic messages.
- ✓ **Passion for Social Impact:** Deep commitment to the mission and values of ELOI Ministries and a passion for creating social change.
- ✓ **Analytical Thinking:** Ability to analyze social media metrics and adjust strategies accordingly.
- ✓ **Adaptability:** Ability to adapt content and messaging across different platforms to suit various audience demographics.
- ✓ **Collaborative Mindset:** Willingness to work collaboratively with a diverse team and adapt to feedback.

✓ **Additional Considerations:**

- Availability for occasional travel to field sites for content creation.
- Experience in working with or promoting non-governmental organizations (NGOs).
- Familiarity with ELOI Ministries' focus areas such as asylum-seeking, education, healthcare, and environmental sustainability.

NOTE:

This job description is not exhaustive, and other duties may be determined from time to time by the Executive Director, concomitant with the role and general responsibilities of this post. The duties of this post may be changed.

