CHILDREN AND YOUTH IN BROADCASTING

Still Seeking Participatory Youth development at 30

Digital Communications Officer

Organisation: Curious Minds Ghana
Location: Accra, Ghana
Reports to: Communications and Advocacy Manager
Employment Type: Full-time

About the Role

Curious Minds Ghana is looking for a creative, digitally savvy, and strategic Digital Communications Officer to strengthen the organisation's online presence, youth engagement, and advocacy impact.

The Digital Communications Officer will lead digital content creation and strategy across the organisation's platforms, ensuring that Curious Minds communicates clearly, consistently, and effectively with young audiences. A significant portion of the role will include the delivery of digital sexuality education for young people, while also contributing to broader organisational communications.

The role demands long-term strategic thinking with hands-on content production and publishing, requiring a professional who can plan campaigns, create engaging multimedia content, maintain brand consistency, and analyse performance to optimise impact.

Key Responsibilities

1. Content Strategy & Digital Storytelling

- Develop and implement a digital content strategy and editorial calendar that advances Curious Minds' youth engagement and advocacy goals.
- Translate complex SRHR and development topics into accessible, "youth-friendly" formats (blogs, reels, infographics, and interactive content).
- Manage the end-to-end production of multimedia assets, ensuring all outputs reflect Curious Minds' tone of voice and visual identity.

- Maintain and update the organizational website and social media platforms to ensure visual consistency and accessibility.

2. Campaigns & Youth-Led Engagement

- Design and execute high-impact digital campaigns for SRHR and organizational priorities.
- Facilitate the co-creation of authentic content by working directly with youth contributors, volunteers, and program teams.
- Monitor digital trends to ensure engagement strategies remain relevant to evolving young audiences.
- Moderate community interactions and respond to audience engagement to build digital brand loyalty.

3. Brand Custodianship & Organisational Support

- Provide communications support for organizational programs, events, and advocacy initiatives.
- Document impact through on-site photography, videography, and storytelling during events.
- Produce cross-cutting materials such as newsletters, impact reports, and presentations.
- Act as a brand guardian to ensure consistent messaging across all departmental outputs.

4. Performance, Analytics & Insights

- Track and analyze metrics across all digital touchpoints (social media, web, and email).
- Transform data into actionable insights and monthly reports to optimize future content strategy and campaign ROI.

Qualifications and Experience

- A bachelor's degree in communications, Media Studies, Journalism, Public Relations, Social Science or a related field is desirable, **but not**

mandatory; we value proven experience and ability to deliver results above formal qualifications.

- Minimum 3–4 years' hands-on experience in digital communications, content creation, or social media management, ideally in the non-profit, youth, or SRHR sector.
- Demonstrated ability to plan, create, and manage engaging digital content across social media, websites, and digital campaigns.
- Strong experience in multimedia content production, including graphics, short videos, reels, and blogs.
- Strong interest in youth engagement, advocacy, and digital communications.
- Familiarity with digital advertising and analytics is an advantage.
- Knowledge or experience in sexual and reproductive health and rights (SRHR) is highly valued.

Key Competencies

- **Digital Content Strategy:** Ability to plan and execute digital campaigns aligned with organisational goals.
- **Youth-Centred Communication:** Experience creating content for young audiences in a relatable and responsible manner.
- **Brand Consistency:** Ensures visual identity, tone, and messaging remain consistent across channels.
- **Content Production Skills:** Proficiency in basic graphic design (Canva/Adobe), video editing, WordPress content management, and storytelling.
- **Data-Driven Optimisation:** Uses analytics and performance metrics to inform content decisions.
- **Collaboration & Adaptability:** Works across teams to co-create content and adapt to shifting programme priorities.

Personal Attributes

- Passion for youth development, advocacy, and SRHR.
- Strong creativity, initiative, and adaptability.
- Comfortable communicating sensitive topics responsibly to young audiences.
- Detail-oriented, proactive, and collaborative.

Application Requirements

- Interested applicants should submit:
  - A **cover letter** outlining relevant experience and motivation for the role
  - A **CV** including **2 references**
- Deadline for applications: **21st April 2026 at 11:59 PM**
- Applications should be sent to: **recruitment@cmghana.org**

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