

Social Media Officer – Content Creation & Strategy

Objective: Demonstrate creativity, engagement skills, and strategic thinking.

Instructions for Applicants:

- Create **3 sample social media posts** promoting a SAASS activity (e.g., webinar, bursary call, student highlight). Include captions (max 50 words each) and a visual concept (mock-up, screenshot, or description).
- Draft a **mini social media plan** (max 150 words) including:
 - Target audience(s)
 - Proposed posting schedule
 - How engagement would be measured
- Combine posts and plan into **one PDF** for submission.

Skills Demonstrated: Creativity, digital communication, planning, analytics.