

DIGITAL OUTREACH OFFICER

WHAT ARE WE LOOKING FOR?

- Someone interested in launching GHMe's digital outreach strategy to deliver GHMe's strategic vision and objectives;
- Someone looking to further strengthen their professional communication skills via online platforms;
- Experience with engaging partners and collaborators;
- A passion for expanding a NGO's online presence in a targeted and strategic manner;
- Pursuing or holds a degree in public/global health, communications, or another relevant course;
- Fluent in English; and
- Desirable: Basic understanding of Canva and WIX website editor.

WHAT DO WE EXPECT FROM YOU?

To work closely with the Communications Officer and the External Affairs Coordinator to:

- Develop and launch a digital outreach strategy, which aligns with GHMe's strategic vision and objectives;
- This strategy can include (*but is not limited to*):
 - Strategize ways we can gain traction online beyond social media - e.g. generate ideas for our website design, our GHMe Blog, etc.
 - Plan and develop digital outreach materials, such as [YouTube content](#); or
 - Launch and coordinate our global health & public health webinars for our mentoring program and GHMe members.
- Track progress on our website using google analytics;
- Provide input to the monthly social media plans for us on all GHMe's social media platforms (Instagram, Facebook, Twitter, and LinkedIn); and
- Any other tasks necessary to fulfill GHMe's digital outreach strategy.