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## Terms of Reference

**Position Title:** Creative Content and Digital Media Officer

**Location:** Lusaka, Zambia (with flexibility for remote work as needed)

**Contract Type:** Contract

**Reports to:** Creative Advocacy and Human Rights Specialist

### 1. Background

Peoples Action for Accountability and Good Governance in Zambia (PAAGZ) is an independent, non-profit organization committed to advancing governance and accountability processes. PAAGZ employs a unique advocacy approach by leveraging creative expressions such as art, music, and digital media to engage marginalized communities—particularly youth and women—on governance and service delivery issues. Through innovative storytelling, multimedia content, and digital campaigns, PAAGZ transforms governance discourse into engaging, relatable, and action-driven narratives.

To enhance our digital engagement and advocacy impact, PAAGZ seeks a **Creative Content and Digital Media Officer** with a strategic mindset, innovative thinking, and a strong ability to craft compelling digital content that resonates with our audience.

### 2. Purpose of the Role

The **Creative Content and digital Media Officer** will develop and implement creative advocacy campaigns, ensuring PAAGZ's digital platforms serve as powerful tools for citizen engagement, policy influence, and public discourse. The officer will be responsible for designing, producing, and managing high-quality visual, audio, and written content that amplifies PAAGZ's advocacy efforts.

### 3. Key Responsibilities

#### Content Creation & Management

- Develop compelling and engaging advocacy content on governance, human rights, service delivery, and artistic and cultural rights.
- Create multimedia content, including graphic posters, infographics, short videos, and animations for digital campaigns.
- Write and edit blog posts, website articles, and digital reports to strengthen PAAGZ's storytelling.

#### Photography & Videography

- Capture high-quality photos and videos at events, community engagements, and advocacy campaigns.
- Edit and enhance visual content to align with PAAGZ's branding and advocacy messaging.

#### Video & Photo Editing

- Produce and edit short-form videos optimized for platforms such as Instagram, TikTok, Twitter, YouTube, and Facebook.
- Add subtitles, voiceovers, and effects to enhance accessibility and storytelling impact.

#### Social Media Management & Digital Engagement

- Plan, create, and schedule content for PAAGZ's social media platforms.

- Track engagement metrics, analyze trends, and optimize digital strategies for maximum reach.
- Engage with online communities, respond to inquiries, and foster meaningful audience interactions.

### **Creative Strategy & Innovation**

- Conceptualize and execute digital campaigns to amplify advocacy messages.
- Stay updated on emerging digital media trends, innovative storytelling techniques, and advocacy content strategies.
- Work with artists, influencers, and other creative professionals to co-develop engaging advocacy content.

### **4. Key Qualifications & Skills**

- Bachelor's degree in Media & Communication Studies, Digital Media, Graphic Design, Creative Writing, or a related field.
- Proven experience in content creation, digital advocacy, and creative storytelling.
- Strong proficiency in design and editing tools such as Adobe Photoshop, Canva, Premiere Pro, CapCut, or similar software.
- Understanding of social media algorithms, audience engagement strategies, and digital advocacy trends.
- Experience working with civil society, NGOs, or advocacy campaigns is an added advantage.
- Strong ability to work independently, take initiative, and meet deadlines in a fast-paced environment.
- Passion for advocacy, digital storytelling, and leveraging creative content for social impact.

### **5. Application Process**

Interested candidates should submit:

- A **cover letter** explaining their suitability for the role.
- A **CV** with relevant work experience and qualifications.
- A portfolio or links to previous work showcasing their content creation and digital engagement expertise (including samples of social media content, graphics, and videos).

**Deadline for Applications:** 3<sup>rd</sup> March, 2025.

Applications should be sent to [application@peoplesactionzambia.org](mailto:application@peoplesactionzambia.org) with the subject line: **“Application – Creative Content and digital Media Officer.”**

PAAGZ is an equal opportunity employer and encourages applications from women and young professionals passionate about creativity, governance and accountability.