

# Nigeria Jobs Expertini®

## Communication Specialist

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Company: M365Connect

Location: Lagos

Category: arts-design-entertainment-sports-and-media

The communication specialist position is meant for both Business to Business and Business to Consumer communications.

### **Key Responsibilities:**

#### **Content Creation:**

Develop concept for creation of engaging and high-quality content for our website, social media, and other communication channels and manage its execution.

Craft clear and concise messaging that effectively communicates our brand values, mission, and product offerings.

Collaborate with internal and external stakeholders to gather information and insights for content development.

#### **Design Collaboration:**

Work closely with designers to create visually appealing and on-brand graphics, ensuring a cohesive and professional look across all communication materials.

Provide input on design elements to enhance the overall user experience.

#### **Strategic Market Research:**

Develop and execute a comprehensive market research strategy, utilizing various methodologies and tools to gather insights into industry trends, competitor activities, and

client preferences.

Stay updated on changes in the IT recruitment landscape to inform and enhance the firm's communication and marketing strategies.

### **Targeted Audience Engagement:**

Conduct thorough audience analysis within the IT industry, creating tailored communication strategies for freelancers, clients, and other stakeholders.

Implement personalized messaging based on market research insights to effectively reach and engage different segments within the IT recruitment ecosystem.

### **Competitor Analysis and Differentiation:**

Analyze competitors in the IT recruitment freelancer space to identify strengths, weaknesses, opportunities, and threats.

Recommend and implement communication tactics that showcase the firm's unique value proposition, ensuring a distinct and competitive positioning in the market

### **Marketing Strategy:**

Contribute to the development of marketing strategies to promote our brand and attract top-tier tech freelancers from Europe.

Implement and optimize communication plans to increase our online presence and engagement.

### **Brand Consistency:**

Ensure consistency in messaging and branding across all communication platforms.

Maintain brand guidelines and actively contribute to brand development initiatives.

### **Freelancer Engagement:**

Collaborate with freelancers to showcase their skills and contributions through compelling narratives and reviews on our portal.

Foster a sense of community among freelancers and contribute to the growth of our

freelance network.

### **Qualifications:**

Proven experience in corporate communication, content creation, and marketing.

Strong portfolio showcasing previous work in content writing and design.

Excellent written and verbal communication skills in English (additional European languages like German would be a plus).

Hands on experience with Microsoft 365 Suite and its collaboration Apps.

Hands on experience with Midjourney, Canva and Figma.

Hands on experience with ChatGPT and other AI which can be used to boost our communication.

Familiarity with tech industry trends and a passion for innovation.

Ability to work independently and collaboratively in a fast-paced startup environment.

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