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|  | **Head: Social Media Center** |
| **Reports To** | AGM – Corporate Communications & CSR |
| **Summary** | *To create, lead and expand the function of a social media center within the corporate communications division of bank muscat* |
| **Management accountability profile** | To direct and execute the following:  **General**   * Start-up and manage a social media center to manage the brand reputation for *bank muscat* * strict compliance and maintenance of *bank muscat* online brand corporate identity * implement stakeholder relationship strategy * initiate and create online marketing and communications strategies for corporate, bank retail products and CSR products * direct all through-the-line communication campaign briefs, and follow-through supervision of all roll-out deliverables are converted to social media space usage * supervise internal communications briefs plus follow-through supervision of roll-out deliverables for *bank muscat* staff and stakeholders * to ensure social media space runs as a profit center based on quarterly forecasting as per budget requirements   **Staff**   * ensure the social media center is in full compliance with HR department KPIs and staff appraisal metrics * lead and coordinate internal departmental staff * initiate social media training programmes * inspire a culture of creativity and out-of-the-box thinking in the social media center * ensure the social media center reflects a true and favorable corporate image of *bank muscat* amongst all stakeholders, especially Government authorities, bank customers and the general public in social media space/channels. |
| **Social media space accountability profile** | To direct and execute the following:  **Specific:**   * Brand guardian of the *bank muscat*’s online corporate identity – ensuring total compliance internally and by all media space channels; also ensuring the brand CI guideline is kept up to date and enforced * Interpret external influences as they apply to *bank muscat* to prepare effective external marketing/communications online strategies * To executive the policy and procedural guidelines through whichthe social media center can conduct responsible, constructive interaction / engagement in both official and unofficial capacities for *bank muscat* and all business units. * Establish rules for employees to govern their own social media usage when they speak of or for *bank muscat*. * Promote a corporate environment for *bank muscat* to share (narrative post) its expertise * To recognise and develop specific bloggers as key influencers (assets) to offer educated opinions on *bank muscat* stories, products and services. * Protect *bank muscat* integrity, the brand, products, services and employees through specific rules, regulations and immutable laws across social media space * Develop and implement comprehensive plans to provide an effective interface between the stakeholders (especially the general public) and *bank muscat* through online media, participation in social media bodies, associations/ investment communities etc. as appropriate * Quarterly health check on online branding presence and SOV/SOM analytics * Respond to requests for information from stakeholders (internal and external posters); thus responding to inaccurate or negative reports regarding the Bank, and to both clarify and safeguard the *bank muscat*’s position on such issues * Provide assistance to senior members of the Management and Board members in preparing speeches, letters and articles that are made public online * Prepare in consultation with other relevant departments, updates about the performance of the Bank, which could include annual and quarterly reports and regular brand health checks that will be published online * Create social media guidelines for employees, customer and vendors so they understand who can post what, where and when in all social media * Ensure the reputation of the bank’s brand presence * Identify the stakeholders and other relevant communities * Identify *trending* social media spaces * Conduct on-going surveys and questionnaires to ensure content accuracy (through metrics and analysis) |
| **Time management expectation** | * managing brand equity and bank reputation * collating feedback and talking-back to people * working with stakeholders and complying with BU needs * assessing challenge management |
| **Qualifications and experience profile** | * Formal qualifications in either journalism/ mass communications / marketing   And / or   * Minimum 10 years’ experience in corporate communications position is a must * Certifiable previous positions may include: marketing director in international corporate, or, regional creative director in international advertising agency network, including G.C.C region * Understanding of latest social media space marketing / online practices & technologies * Senior management experience / team cultivation is a must * Start-up / profit centre leadership and direction is a must * Excellent networking contacts in communications industry (worldwide) * Excellent presentation skills (to create and to present) * Smart looking and hardworking team attitude and multi-tasking ability is a must * Understanding of bank muscat (or other large-scale financial institution) is useful * Candidate must be a natural leader, naturally articulate, and bring vast hands-on experience to this role |