

## **GUYANA WATER INC.**

### **JOB DESCRIPTION**

**Job Number:**

**Job Title:**               **Communications Assistant (Content Creation)**

**Location:**               **Head Office**

**Department:**       **Chief Executive's Secretariat**

**Reports to:**           **Communications Officer**

**Supervises:**          **No supervisory responsibility**

**Purpose:**               The incumbent will be required to develop, produce, and manage engaging, accurate, and timely digital content for GWI's social media platforms in order to improve public awareness, customer engagement, and corporate visibility.

#### **Main Duties and Responsibilities**

- Develop and implement social media content aligned with GWI's communication strategy
- Create original, engaging content including:
  - Short videos and reels
  - Informational posts and captions
- Draft clear, accurate, and audience-appropriate messaging related to:
  - Water service updates
  - Infrastructure projects
  - Conservation and public education campaigns
  - Corporate announcements and events
  - Current Trends & Viral / Relatable Content
- Manage and update GWI's official social media platforms (e.g. Facebook, Instagram, TikTok and other platforms as needed.)

- Monitor comments and messages and flag issues requiring response to the relevant department
- Ensure content complies with GWI's branding, tone, and public-sector communication standards
- Coordinate with internal departments to source information and content
- Assist in coverage of events, site visits, and community outreach activities
- Track and report on social media performance and engagement metrics
- Stay current with social media trends and recommend improvements to GWI's digital presence
- To support the department in preparing strategies for improved media presence
- To assist in branding and the execution of Company events such as commissioning ceremonies, sponsored events, etc.
- To lend support towards the department's overall media strategy including securing free press interviews and articles
- To assist in liaising with all contracted media personnel and suppliers
- To support the department in creating strategies to mitigate all negative public relations within the print and electronic media
- To assist in creating strategies to place the Company at the forefront of the mass media
- To coordinate and provide logistical support and administrative assistance for the Communications Unit.
- Any other duties assigned

### **Deliverables**

- A monthly social media content plan and posting schedule
- Regularly published posts across designated platforms
- High-quality digital content (graphics, videos, captions)
- Monthly performance and analytics reports
- Maintain and Catalogued archive of all produced content

## **Ownership and Intellectual Property**

All content produced by this individual shall be the sole property of Guyana Water Incorporated. GWI shall retain full rights to use, reproduce, edit, and distribute all content without restriction. No content may be reused by the Content Creator without prior written approval from GWI.

**Education:** Passes in five (5) CXC Subjects (General Proficiency), one of which MUST be English A

## **And**

A Diploma in Communication would be an advantage.

## **Experience:**

Two (2) Years experience in mass media communication, including writing for television, radio and print news

- Proven experience in social media content creation and management
- Strong writing and visual storytelling skills
- Proficiency in video editing tools
- Familiarity with major social media platforms and analytics tools
- Experience working with corporate, government, or public-sector entities (an asset)
- Ability to work independently and meet deadlines