

Multimedia Content Creator

Job Title	Multimedia Content Creator
Grade	3
Department	Communication Department, National Bank of Ethiopia
Line of Reporting	TBD
Duration	Two years with a possibility of extension
Location	Addis Ababa, Ethiopia
Contract Type	Full-Time
Job Purpose	
<p>The National Bank of Ethiopia (NBE) is the central bank of Ethiopia responsible for maintaining monetary stability, regulating the financial sector, and promoting economic growth. A critical part of NBE's strategy is enhancing financial inclusion to ensure all segments of society have access to financial services. To support this initiative, the Communication Department at NBE seeks a highly skilled Multimedia Content Creator. This individual will produce high-quality, engaging content that resonates with Ethiopian audiences and effectively communicates NBE's financial inclusion programs. The successful candidate will work closely with the Project Management Office (PMO) being formed by NBE in cooperation with FSD Ethiopia. The PMO's purpose is to implement the second National Financial Inclusion Strategy (NFIS II).</p>	
About FSD Ethiopia	
<p>Established in 2021, FSD Ethiopia (FSDE) is an agency dedicated to fostering the development of accessible, inclusive, and sustainable financial markets for economic growth and human development.</p> <p>As a market facilitator, FSD Ethiopia supports market actors in addressing the root causes of financial system failures. Our primary focus is on achieving accessible, inclusive, and sustainable, thereby supporting Ethiopia's long-term development objectives.</p> <p>Our key responsibilities include identifying the underlying causes of financial system failures, facilitating collaboration among market actors to overcome these challenges, and actively contribute to the establishment of a functional and</p>	

efficient financial sector that benefits a broad range of individuals and businesses in Ethiopia.

FSD Ethiopia collaborates with various stakeholders in the financial sector - including the government, private sector, civil society organizations, and other development partners in the areas of financial inclusion, access to capital, and climate finance. FSD Ethiopia's interventions are closely aligned with national and regional policies as well as priorities for financial sector reform..

Aligning with the national economic reform agenda, FSD Ethiopia's work centred around three thematic areas across the financial sector landscape.

1. **Financial inclusion:** Driving increased access, usage, and quality of financial services for individuals, households, and MSMEs - including savings, payments, credit, insurance, and investment.
2. **Access to capital:** Expanding access to and breadth of efficient long/short-term financing options for private businesses of all scales, and the public sector, including equity, bonds, working capital, etc.
3. **Climate finance:** Mobilizing domestic and international capital to fund climate adaptation and mitigation projects and needs of government, businesses, and households, such as green bonds, carbon credits, and insurance.

Objectives

The primary objective of this position is to develop, produce, and manage multimedia content that supports the NBE's financial inclusion efforts. The Multimedia Content Creator will play a key role in shaping the public's understanding of the NBE's mission, ensuring that the message is clear, engaging, and accessible across various platforms.

Key Responsibilities

Video Production:

- Plan, script, shoot, and edit videos that highlight NBE's initiatives, policies, and programs.
- Produce educational videos on financial literacy topics to enhance public understanding with a focus on addressing the unique needs and challenges faced by women, men, and others from marginalized communities.

- Develop short documentaries and interviews featuring key stakeholders and success stories in financial inclusion ensuring experiences of underrepresented groups are incorporated.
- Ensure a relatable, inclusive tone and style that resonates with the diverse target audience.

Graphic Design:

- Create visually compelling graphics for use in social media, reports, presentations, and promotional materials.
- Design infographics that simplify complex financial concepts and data for public consumption.
- Develop branding materials for NBE's campaigns and events.
- Ensure the imagery, animations, and overall aesthetic resonate with people of different backgrounds, ages, genders, and socioeconomic statuses.

Content Creation:

- Write and create original content for the NBE's social media platforms, ensuring alignment with the bank's messaging and goals.
- Adapt the messaging, visual elements, and overall creative approach to ensure the content is meaningful and impactful for the target audience's diverse perspectives and experiences.
- Produce content for newsletters, brochures, and other print materials to support NBE's outreach efforts. Ensure gender-inclusive representation and language is used throughout the content.
- Collaborate with the web development team to ensure content is integrated seamlessly across digital platforms.
- Campaign Support:
 - Assist in planning and executing multimedia campaigns aimed at promoting financial inclusion with a specific focus on reaching and empowering women and other marginalized groups.
 - Monitor and analyze the performance of multimedia campaigns, providing insights for improvement
- Training & Development:
 - Provide training to NBE staff on multimedia content creation, ensuring a consistent approach to communication that promotes gender-inclusive practices and representation.
 - Stay updated on the latest trends in multimedia production and content creation to continually enhance NBE's communications.
- Collaboration:

- Work closely with other departments within the NBE to gather content and ensure cohesive messaging.
- Collaborate with external partners, including media outlets and creative agencies, to amplify NBE's reach.

Qualifications

- BA/MA degree in Journalism and Communications, Graphic Design, Media Studies, or a related field.
- Candidates with a BA in business, economic and related fields will be considered if they have any certification in journalism, communications, graphic design or a related field.
- Additional certifications in multimedia production or content creation are a plus.

Experience

- of 5/3 years of experience in video editing, graphic design, and content creation, preferably having experience in business and economic reporting and familiarity with financial concepts.
- Proven track record of creating multimedia content that has significantly contributed to public outreach or education.

Skills

Technical Skills:

- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects) or similar software.
- Strong understanding of social media platforms, including Facebook, Twitter, LinkedIn, and YouTube, and how to optimize content for these platforms.

Language Skills:

- Excellent verbal and written communication skills in English and Amharic.

Personal Attributes:

- Creative thinker with the ability to generate innovative ideas for content. Strong attention to detail and the ability to work independently or as part of a team.
- Ability to manage multiple projects simultaneously and meet deadlines in a fast-paced environment.

Skills

How to Apply: Interested candidates should submit a CV, a comprehensive portfolio showcasing previous work, and a cover letter that demonstrates how their experience aligns with the responsibilities and qualifications outlined in this vacancy, clearly stating the position “Multimedia Content Creator” for which they are applying, to jobs@fsdethiopia.org before the end of business day on October 2, 2024

Note: FSD Ethiopia is an equal opportunity employer and welcomes applications from all backgrounds.