



**TEACHERS SAVINGS AND LOAN SOCIETY LIMITED, THE LARGEST SAVINGS & LOAN SOCIETY IN PNG & THE PACIFIC, INVITES APPLICATIONS FOR THE FOLLOWING POSITIONS:**

### **DIGITAL MEDIA SPECIALIST**

We are seeking to recruit a Digital Media Specialist for our Marketing and Media Relations Department. Reporting to the Manager, Sales & Marketing. The successful incumbent will be responsible for supporting, facilitate and provide expertise in the administration and branding of digital media platforms (websites, social media, intranet etc.)

#### **Key Accountabilities:**

- Deliver clearly defined digital media (websites, linkedin, facebook, digital screen advertising, digital newsletter) internal and external digital media strategies and program.
- Conceptualizing creative ideas with stakeholders.
- Testing and improving the design of the web pages, website and social media platforms.
- Establishing design guidelines, standards, and best practices.
- Maintaining the appearance of websites and social media platforms by enforcing content standards.
- Designing visual imagery for websites and social media platforms and ensuring that they are in line with branding for TISA/TCF.
- Working with different content management systems.
- Communicating design ideas using user flows, process flows, site maps, and wireframes.
- Incorporating functionalities and features into websites and social media platforms.
- Designing sample pages including colors and fonts.
- Preparing design plans and presenting the website and social media structure.
- Provide digital media insights and support to Manager – Sales & Marketing and Senior Management.
- Manage digital media networking between TISA and external agencies to protect and enhance TISA's reputation.
- Work collectively across the business to improve knowledge of external and internal business environment and share digital media expertise and experience.
- Administer content for [www.tisa.com.pg](http://www.tisa.com.pg) ; [www.tcf.com.pg](http://www.tcf.com.pg) ; intranet and produce bi-monthly internal newsletter.
- Other duties as delegated by the Manager – Sales & Marketing and Senior Management.

#### **Qualification and Experience:**

- Tertiary Qualification in Digital Media & Design, IT or related field.
- 5 years relevant experience with strong execution skills.
- Proficiency in graphic design software including Adobe Photoshop, Adobe Illustrator, and other visual design tools.
- Proficiency in front-end development web programming languages such as HTML and CSS, JQuery, and JavaScript.
- Good understanding of content management systems.
- Good understanding of search engine optimization principles.
- Proficient understanding of cross-browser compatibility issues.
- Excellent visual design skills
- Up-to-date experience with international web protocols, standards, and technologies.



- Creative and open to new ideas.
- Adaptable and willing to learn new techniques.
- Excellent communication skills.
- Outgoing personality.

If interested, please submit your Expression of Interest, Updated Resume, copies of your Educational Qualification, References, valid Police Clearance and Medical Report to;

The Head of Human Resources  
Teachers Savings & Loans Society  
PO Box 319, Waigani National Capital District  
Email: [TISA.Recruitment@tisa.com.pg](mailto:TISA.Recruitment@tisa.com.pg)

**Only shortlisted applicants will be contacted**

**Applications close at 4pm, Friday, 24 March 2023**

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