

Vacancy Announcement

Ethiopian Investment Commission

Position: Multimedia Expert

Contract Duration: One year with a possibility of extension

Duty Station: Addis Ababa, Ethiopia

Required Number: 2

Salary & Benefits: Competitive

Application Deadline: 25th of March 2025

BACKGROUND

The Ethiopian Investment Commission (EIC) is an autonomous government institution accountable to the country's Investment Board, chaired by the Prime Minister. The EIC's primary objective is to establish a conducive investment climate, attract and retain investments, and implement a transparent and efficient investment administration system in Ethiopia. The Commission operates through three broad verticals: Promotion and Research, Investment Operations: Facilitation and Aftercare, and Special Economic Zones.

To strengthen its institutional capacity and enhance investment facilitation and aftercare support to investors, the EIC, with support from the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, is hiring **Multimedia Experts** with experience in **digital marketing, graphic design, photography, and videography**. The Multimedia Experts will play a critical role in promoting Ethiopia's investment opportunities, enhancing the Commission's outreach efforts, and creating compelling visual and digital content to attract quality investments.

POSITION SUMMARY

The Multimedia Experts will be deployed within the EIC's **Public Relation Directorate** and closely works with the Commissioner Office and Investment Promotion Directorate, focusing on creating and disseminating high-quality digital and visual content to promote Ethiopia's investment opportunities. The role requires active engagement with other departments to ensure the Commission's messaging is consistent, engaging, and aligned with its strategic goals.

The role requires a combination of technical expertise in digital marketing, graphic design, photography, and videography, as well as basic understanding of Ethiopia's investment climate, economic policies, and reform initiatives. The Experts expected to apply innovative approach to the Commission's promotional efforts, and at ensuring Ethiopia remains an attractive destination for foreign direct investments.

RESPONSIBILITIES AND DUTIES

The Multimedia Expert ((Digital Marketing, Graphic Design, Editing, Photography, and Videography) will be responsible for the following:

Digital Marketing

- Assist the development and implementation of comprehensive digital marketing strategies to promote Ethiopia’s investment opportunities across various platforms, including social media, websites, and email campaigns.
- Create engaging content for digital platforms, including blogs, newsletters, and success stories, to attract potential investors.
- Monitor and analyze the performance of digital marketing campaigns, providing regular reports and recommendations for improvement.
- Collaborate with the Promotion and Research team of the commission to ensure alignment between digital marketing efforts and the Commission’s overall promotional strategy.

Graphic Design

- Design visually appealing promotional materials, including sector profiles, investment guides, pitch decks, and infographics.
- Create branding materials for the EIC, ensuring consistency across all communication channels.
- Develop templates and design standards for the Commission’s digital and print materials.

Photography

- Capture high-quality photographs of investment projects, special economic zones, and key events to showcase Ethiopia’s investment potential.
- Maintain a library of images for use in promotional materials and digital platforms.

Videography

- Produce professional videos highlighting Ethiopia’s investment opportunities, dialogue forums, success stories, and other key events.
- Edit and package videos for use on digital platforms, and in various investment promotional events.
- Collaborate with stakeholders to develop video concepts and scripts that align with the Commission’s promotional objectives.

Editing

- Edit and proofread written social media content, including promotional materials, to ensure accuracy, clarity, and professionalism.
- Collaborate with technical team to refine messaging and ensure alignment with the Commission’s strategic goals.

REQUIRED QUALIFICATIONS

Education:

- Diploma (preferably Bachelor's degree) in Marketing, Communications, Journalism Electronics, or a related field.

Experience:

- Minimum of five (5) years of proven experience in digital marketing, graphic design, editing, photography, and videography, preferably in public institute, marketing agencies, or related areas.
- Demonstrated experience in creating and managing digital marketing campaigns, producing quality photography and videography works, and producing high-quality visual content.
- Experience working in or with government institutions, or private sector entities involved in the investment promotion activities.

Skills and Competencies:

- Proficiency in graphic design software (Adobe Creative Suite, Photoshop Illustrator and InDesign)
- Advanced skills and certification in videography and photography
- Expertise and experience in digital marketing tools and platforms
- Strong photography skills, with experience in both studio and on-location shoots
- Excellent editing and proofreading skills, with a keen eye for detail
- Basic understanding of Ethiopia's investment climate
- Professional command of written and spoken English and Amharic
- Collaborative mindset and a team player.
- Ability to work under pressure and meet tight deadlines.

APPLICATION INSTRUCTIONS

We invite all interested candidates meeting the required qualifications to submit (i) a cover letter and (ii) CV (maximum 2 pages) via email: Jobs.vacancy@eic.gov.et

It is mandatory to mention the position title in the subject line of your application email.

Women are highly encouraged to apply.

Only short-listed candidates will be contacted.