

## VACANCY ANNOUNCEMENT – PR AND PROMOTIONS OFFICER

**Location: LSETF, HQ, Lagos Nigeria**

**Position: PR AND PROMOTIONS OFFICER**

**Industry: Government**

**Job Type: Full Time**

### **About LSETF**

Lagos State Employment Trust Fund (LSETF) was established to provide financial support to residents of Lagos State, for job, wealth creation and to tackle unemployment. LSETF serves as an instrument to inspire the creative and innovative energies of all Lagos residents and reduce unemployment across the State. The Fund has the mandate to help Lagos residents grow and scale their Micro Small and Medium Enterprises ("MSMEs") or acquire skills to get better jobs through its three programmes; the Employability Support Programme, the Lagos Innovates Programme and the Loan Programme.

<b>Job title:</b>	<b>PR AND PROMOTIONS OFFICER</b>
<b>Reports to:</b>	HEAD, COMMUNICATIONS AND PROMOTIONS
<b>Direct Report:</b>	None

### **Job purpose**

The PR and Promotions Officer is responsible for implementing promotional activities to enhance the organization's image and reach. This role requires creativity and strong communication skills.

### **Duties and Responsibilities:**

- Create spontaneous and trendy content for various digital platforms, including social media, websites, and email marketing.
- Develop visually engaging content, including graphics, images, and short-form videos, that effectively communicates LSETF's brand and messaging.
- Produce and edit on-the-spot video reels and other dynamic video content for immediate distribution.
- Collaborate with other teams to gather content and ensure consistency in messaging.
- Ensure all communication materials adhere to LSETF's brand guidelines and maintain a consistent brand identity.
- Monitor brand perception and identify opportunities to enhance brand reputation.
- Develop content that fosters engagement with various stakeholders, including beneficiaries, partners, and the public.
- Support communication efforts for events, programs, and initiatives
- Responsible for ensuring the secured handling, processing, and protection of personal data in compliance with data protection regulations and internal policies.
- Any other duties as assigned.

### **Qualifications & Experience:**

- ✓ First Degree or Higher National Diploma certificate (minimum of lower credit) from a recognized higher institution.

- ✓ Professional Certification is an added advantage.
- ✓ NYSC Discharge/ Exemption Certificate is mandatory.
- ✓ Minimum of 2 years' cognate experience in related function.

### **Key Competences:**

Knowledge, Skills and Abilities required for the role:

- ✓ Possesses a working knowledge of how to create magazines, newsletters, television or radio advertisements and direct mail promos.
- ✓ Customer Service & Relationship Management Skills
- ✓ Organization and Planning
- ✓ Business Acumen
- ✓ Communication Skills
- ✓ Graphics Design & Video Editing
- ✓ Business Writing; Presentation and Report Writing
- ✓ Analytical and Problem-Solving Skills
- ✓ Shows the ability to effectively engage in social media activities, including video sharing and blogging to promote the company
- ✓ Experience in stakeholder/community engagement.

### **Method of Application**

Please send all CVs to [careers@lsetf.ng](mailto:careers@lsetf.ng) before close of business on **Tuesday, June 17, 2025** stating the position in the subject. Only shortlisted candidates will be contacted.

***We are NDPR compliant. By Submitting your information and documents to us, you are agreeing to the storage and usage of your data by LSETF, in accordance with our privacy policy <https://lsetf.ng/content/privacy-policy>***

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