



## Job Overview

**Hiring Company:** GW Consulting

**Location:** Akim Akim, Odukpani LGA, Cross River State (with occasional travel to other business locations)

**Industry:** Agribusiness, Consulting, and Development Services

**Position:** Website, Content & E-Marketing Officer (with Administrative Functions)

**Accommodation:** Studio en-suite provided

**GW Consulting** is a business services and consulting firm that coordinates and supports the operations of:

- **Ori Agriculture & Foods**
- **Markus Synergy Integrated** (agribusiness and livestock production)
- **Eagles Nest International** (non-profit and development work)
- **Pinel Consulting** (business strategy and advisory services)

We are seeking a Website, Content & E-Marketing Officer who will combine digital design expertise, AI-enabled content creation, e-marketing proficiency, platform management, and administrative capabilities to support these diverse but connected businesses. This role is ideal for a proactive, creative, and tech-savvy graduate.

## Summary of Role

The role blends graphic/web design, AI-driven content creation, platform and event management, digital marketing, and administrative support. The successful candidate will design and manage websites and digital platforms, strengthen the online presence of the group's businesses, oversee e-marketing campaigns, support events and training programs, and assist with office operations, including accounting, HR, and reporting when required.

## Key Responsibilities

### Website, Content Design & E-Marketing

- Design, develop, and launch websites for the group's businesses from concept to live environment.
- Maintain and update company websites regularly.
- Proactively manage e-marketing campaigns to promote products and services.
- Create engaging content and ensure vibrant, consistent social media activity across all brands.
- Build and maintain a pictorial/digital library of products, services, and projects.
- Manage server space, implement IT security measures, and ensure antivirus protection across all systems.
- Develop sitemaps, storyboards, and process flows to communicate design ideas.
- Ensure websites are user-friendly, visually appealing, and original.
- Leverage AI design and content-generation tools for creative graphics, visuals, blogs, and marketing copy.
- Use AI-driven marketing platforms to optimize campaigns, track analytics, and strengthen visibility.
- Create and manage internal and external virtual meetings using Zoom, Teams, Google Meet, and other relevant platforms.

## **Platform Design & Management**

- Design, manage, and maintain digital platforms such as e-learning portals, knowledge-sharing platforms, membership databases, and intranets.
- Ensure platforms are secure, user-friendly, and continuously updated.
- Integrate AI tools to personalize user experience and automate responses where applicable.
- Provide training and user support for staff and clients using these platforms.
- Monitor platform performance, troubleshoot issues, and recommend improvements.

## **Events & Training Arrangements**

- Plan, organize, and coordinate internal and external events, workshops, and training sessions for the businesses.
- Design promotional materials (digital flyers, banners, e-invites) for events using AI and design tools.
- Manage event logistics, including venue booking, scheduling, equipment setup, and participant registration.
- Promote events via social media, newsletters, and websites.
- Document events (photos, videos, reports) for publicity and archiving.
- Support post-event evaluation and reporting to management.

## **Administrative & Office Functions**

- Maintain records of business and project transactions and staff e-files.
- Prepare spreadsheets, Word documents, and PowerPoint presentations as required.
- Support accounting by developing cost statements, budgets, reconciliations, payroll entries, and periodic reports.
- Assist with tax returns, VAT filing, and general administrative duties.
- Vet vendor quotes and invoices for accuracy and compliance.
- Deputize for managers when required and assist with staff coordination.
- Adopt AI productivity tools (e.g., Excel Copilot, ChatGPT) to streamline reporting, document creation, and workflow automation.

## **Requirements**

### **Education & Experience**

- Bachelor's degree or HND in Visual Communication, Electronic Media, Graphic Design, Computer Science, or related field.
- Proven experience in website and platform design/management with a portfolio of work.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, etc.), AI design tools (e.g., Canva AI, Adobe Firefly, Figma AI), HTML, CSS, JavaScript, and wireframing.
- Experience in content creation, e-marketing, and event support, with knowledge of AI-driven platforms for campaign optimization.
- Knowledge of accounting/HR systems or strong willingness to learn.

### **Skills & Competencies**

- Strong computer literacy (Microsoft Office Suite, advanced Excel).
- Excellent problem-solving, multitasking, and time management.
- Intellectual curiosity with willingness to learn and adapt.
- Familiarity with AI tools (ChatGPT, Jasper, Copy.ai, MidJourney, Mailchimp AI, etc.) for design, content, analytics, and productivity.
- Strong communication and relationship-building skills.
- Ability to work independently and as part of a team.
- Valid Nigerian driving license preferred.

## Personal Attributes

- Creative thinker, proactive, and innovative.
- High integrity, honesty, and transparency.
- Strong sense of confidentiality and respect.
- Team-oriented, customer-focused, and committed to excellence.
- Flexible, humble, and adaptable with a continuous learning mindset.

## GW Staff Core Values

- Professionalism
- Team Orientation
- Honesty & Transparency
- Confidentiality
- Great Customer Service
- Respect for Diversities
- High Hygiene Standards

## Reporting Structure

- **Direct Report:** this role has a matrix reporting line to the CEO & Managing Director of GW Consulting and the CEO of Markus Synergy Limited.
- **Daily Contact:** Business Managers across the group (including Farm Manager at Markus Synergy)
- **Supervisory Role:** None directly, but will assist in staff management and deputize for managers when required.

## Equal Opportunity Statement

GW Consulting is an equal opportunity employer committed to diversity and gender parity. Qualified female candidates are strongly encouraged to apply. Youth Corps members or graduates with the required skills are encouraged to apply.

## Application Details

- **Opening Date:** 25/08/2025
- **Closing Date:** 08/09/2025
- **How to Apply:** Send CV and Cover Letter to [gwconsultingng@gmail.com](mailto:gwconsultingng@gmail.com)