

POSITION AVAILABLE

Communications Officer

6-MONTH FIXED TERM CONTRACT

ABOUT OUR ORGANISATION

Common Good is a Christian faith-based, not-for-profit organisation founded by Common Ground Church in 2005, working in a range of communities. We're passionate about addressing issues of social justice that challenge our city. We seek to make a positive and lasting impact in the areas of early life, education and employment, so that individuals and communities across Cape Town can build brighter futures for themselves.

The Zanokhanyo Network (TZN) is Common Good's employment initiative. We offer transformative job readiness training that empowers the unemployed with the confidence, skills and resources they need to obtain meaningful work.

JOB OVERVIEW

We are looking for a dynamic and vibrant Communications Officer for a 6-month fixed term period. The successful incumbent will have a passion for social justice and a strong willingness to contribute towards an initiative creating great impact in Cape Town. The individual will be responsible for the development and scope of the programme of activities emanating from TZN's Communications and Marketing strategy while also managing and driving the development of a TZN print and digital content strategy.

KEY RESPONSIBILITIES

Produce and maintain regular and effective communication with the following stakeholders:

- Internal (All Staff and Graduates)
- Volunteers & Brand ambassadors
- External (Employers and the General Public)

Translate TZN's Communication & Marketing strategy into a plan of activities that include the following duties:

- Produce and implement a print and digital content plan
- Ensure synergy and alignment between digital and print content
- Identify relevant content opportunities, both existing and new
- Manage and produce content for all social media platforms
- Write copy and proof-read copy across all print and digital channels
- Develop and implement social media strategies and campaigns
- Plan content for social channels and maintain a monthly schedule
- Coordinate all media engagement and relationship building
- Write press releases and news articles, including story-based updates for internal and external reporting;

- Manage press briefings
- Write and produce newsletters across all stakeholders
- Interview and capture stories of programme participants and stakeholders
- Ensure the maintenance of an updated TZN Image Library
- Coordinate Events
- Liaise with Common Good's Communication manager to ensure brand alignment (including website updates)
- Manage a team of TZN volunteer Brand Ambassadors that promote our training at different Access Points across the city and drive community engagement activities

MINIMUM REQUIREMENTS

- A relevant tertiary qualification in Marketing & Public Relations
- 3-4 years' experience in a similar role
- Experience in content development for print and digital pieces
- Experience in media engagement and relationship building
- Excellent MS Office skills
- Valid Driver's licence
- Willingness to contribute to the values and ethos of Common Good is essential.

SKILLS AND KNOWLEDGE

- Creative and able to generate new ideas to improve processes and content
- Excellent writing and editing skills, with proven ability to capture appropriate voice and tone;
- Experience in content development for print and digital publication;
- Experience in media engagement and relationship building; ensuring publicity opportunities are timeously sourced and secured
- Substantial experience developing social media plans and web-based content;
- Strong communication skills at all levels, both verbal and written
- Time management - know how to shift priorities based on deadlines and levels of importance
- Ability to multi-task efficiently and think on your feet
- Experience planning and coordinating communication projects from conceptualization to production, distribution and evaluation;
- Strong interview and story-telling skills;
- Strong presentation skills;
- Advanced computer skills especially in Microsoft Office;
- Ability to coordinate events

COMPETENCIES

- Self-Starter and able to take initiative
- Approachable and trustworthy
- Excellent interpersonal skills and the ability to develop positive working relationships with individuals & teams
- Mature and responsible attitude towards work with the ability to take ownership of outcomes
- Willingness to go the extra mile, when required
- Excellent attention to detail
- Dependable and reliable
- Creative approach to problem solving
- A skilled communicator with high levels of emotional intelligence;
- Adaptable and willing to work on multiple deliverables in parallel;

APPLICATIONS

To apply, please send a motivational cover letter, your CV and two recent work references to:

Stacey Calvert (stacey.calvert@commongood.org.za) by **29 July 2019**.

NB: Indicate the position title in the subject line

NOTE: An application will not in itself entitle the applicant to an interview or appointment. Applicants who fail to meet the minimum requirements will be automatically disqualified from consideration. Applicants who do not receive a reply within two weeks of submission should deem their application to have been unsuccessful. We reserve the right not to fill the position.