AIDC
Alternative Information & Development Centre

Vacancy: Cape Town

MULTIMEDIA OFFICER

About AIDC

The Alternative Information and Development Centre (AIDC) is a progressive research, information, advocacy and campaigning organisation based in Cape Town. AIDC works alongside trade unions, social movements and other organisations of civil society to advance alternatives to the intersecting economic, social and ecological crises confronting South Africa and the wider region.

AIDC combines research and political-economy analysis with popular education, advocacy, campaigning and movement building. Effective communication is central to this work: turning complex ideas and research into accessible, compelling content that can inform public debate, strengthen campaigns and support the work of movements and organisations.

The position

AIDC is seeking a creative, politically engaged and technically skilled Multimedia Officer to strengthen the organisation's public communications, campaigning and popular-education work.

The successful candidate will be responsible for producing high-quality visual, audio and digital content across AIDC's platforms. This will include video production and editing, photography, graphic design, social-media content, website content, audio and podcast production, campaign materials and multimedia storytelling.

The Multimedia Officer will work closely with AIDC researchers, programme staff, organisers, partner organisations and movements to translate research, campaigns and political-economy analysis into accessible and engaging content for diverse audiences.

Key responsibilities

Multimedia production and storytelling

- Plan, shoot and edit short-form and long-form video content for campaigns, public education, social media, events and organisational communications.
- Produce photographic content documenting workshops, campaigns, public events, interviews and movement activities.
- Develop audio content, including podcasts, interviews, voice-overs and short audio explainers where appropriate.
- Turn research findings, policy analysis and campaign messages into accessible multimedia stories for non-specialist audiences.
- Develop creative concepts, scripts, storyboards and visual treatments in collaboration with programme teams.
- Maintain high standards of production quality while being able to produce timely content in fast-moving campaign environments.

Graphic design and visual communication

- Design social-media graphics, explainers, infographics, posters, flyers, invitations, reports, presentation assets and campaign materials.

- Develop clear visual representations of economic, social, energy, climate and public-policy information, including data-driven graphics.
- Ensure consistent application of AIDC's visual identity across digital and print materials.
- Adapt content into formats appropriate for different platforms and audiences, including mobile-first formats.

Digital and social media

- Produce and package content for AIDC's social-media channels and other digital platforms.
- Work with programme staff to plan multimedia content around campaigns, publications, events and major political or policy moments.
- Create platform-appropriate content such as short videos, reels, quote cards, carousels, explainers and event promotion material.
- Support the updating and presentation of multimedia content on the AIDC website.
- Use basic digital analytics to assess the reach and performance of content and help improve future communication.

Campaign and programme support

- Work with AIDC programmes to develop multimedia communications strategies for campaigns, research launches and public interventions.
- Provide multimedia support for workshops, webinars, conferences, public meetings and other events, including recording and live-streaming where required.
- Produce accessible popular-education materials that can be used by trade unions, social movements and community organisations.
- Help document the experiences, struggles and alternatives emerging from workers and communities in ways that respect dignity, consent and political context.
- Collaborate with partner organisations and external creatives where joint production is required.

Content management and organisational systems

- Maintain an organised archive of photographs, video footage, design files and other digital assets.
- Develop practical systems for file naming, storage, backups, permissions and retrieval of multimedia content.
- Ensure that appropriate consent, copyright, attribution and usage permissions are obtained and maintained.
- Support staff with basic multimedia and digital-content skills where useful, including templates and simple production guidelines.
- Assist with planning and reporting on communications and multimedia outputs.

Required skills and experience

- A relevant qualification in multimedia, journalism, film, visual communication, graphic design, digital media, communications or a related field, or equivalent demonstrable professional experience.
- Demonstrated experience producing and editing video content from concept through to final output.
- Strong graphic-design skills and an ability to produce professional visual content for digital and print use.
- Competence in photography, including event and documentary photography.
- Experience producing content for social-media platforms and an understanding of platform-specific formats and audiences.
- Proficiency with professional or industry-standard video-editing, graphic-design and image-editing software.
- Strong visual judgement, attention to detail and an ability to maintain brand consistency.
- The ability to communicate complex ideas in clear, accessible and visually engaging ways.
- Good organisational and project-management skills, including the ability to manage several pieces of work and meet deadlines.
- The ability to work independently and collaboratively with researchers, organisers, activists and programme staff.
- A demonstrated commitment to social, economic and ecological justice.

Desirable knowledge and experience

- Experience working in civil society, trade unions, social movements, public-interest media or progressive campaigning organisations.
- An interest in political economy and in AIDC's areas of work, including inequality, unemployment, public services, climate justice, energy democracy and a just transition.
- Experience with animation, motion graphics or data visualisation.
- Experience with podcast production, sound recording and audio editing.
- Experience with content-management systems, basic web publishing and search-engine optimisation.
- Experience with live-streaming, webinar production or multi-camera event recording.
- Familiarity with digital accessibility standards, including subtitles, captions, readable graphics and accessible document design.
- Ability to work in more than one South African language.
- A valid driver's licence and willingness to travel when required.

The person we are looking for

AIDC is looking for someone who is more than a technical content producer. The successful candidate should be able to understand the political purpose of AIDC's work and use multimedia creatively to strengthen research, campaigning, popular education and movement building.

They should be able to move comfortably between a policy briefing, a workshop with activists, a public campaign and a fast-moving social-media environment - identifying the strongest story, message and visual form for each audience.

We are particularly interested in someone who can combine creativity with political judgement: producing content that is visually compelling without reducing complex issues to slogans and centering the voices and experiences of workers and communities in an ethical and respectful way.

Working arrangements

The position is based in Cape Town. The role may require occasional travel and work outside normal office hours for events, campaigns, workshops or time-sensitive communications. AIDC supports collaborative working and expects the Multimedia Officer to work closely across programme areas.

Remuneration

AIDC offers a competitive NGO-sector salary commensurate with qualifications and experience.

Application process

To apply, submit the following to rudayba@maraisbutton.co.za

- CV and motivation letter outlining suitability for the position and relevant experience
- Contact details of three work-related referees
- A portfolio or links to examples of relevant multimedia work, including at least two different formats (for example video, photography, graphic design, audio, animation or digital campaign content).

Closing date for Applications: Sunday 08th November 2026

Contact will only be made with shortlisted candidates.

AIDC is committed to employment equity and to building an organisation that reflects the diversity of the movements and communities with whom we work. Candidates from historically disadvantaged groups are particularly encouraged to apply.