
VACANCY: MARKETING & COMMUNICATIONS OFFICER

Fish Hoek, Masiphumelele

About Masicorp

Masicorp works in Masiphumelele alongside key partners to create opportunities through education and skills development. We are seeking a full-time Marketing & Communications Officer, based at our Head Office, reporting to the Director of Fundraising.

Job Purpose

To raise the profile of Masicorp through the development and implementation of an integrated marketing and communications strategy that supports fundraising and organisational goals.

Key Responsibilities

- Develop and implement Masicorp's annual marketing and communications strategy and content calendar, in collaboration with the fundraising team.
- Manage all communications channels, including social media, website, blogs, newsletters, PR and fundraising appeals.
- Create and source engaging content (written, photo and video), using tools such as Canva and working with photographers/videographers when needed.
- Grow audience reach and engagement across platforms, including managing sponsored social media and Google Ads campaigns.
- Oversee website content and updates (WordPress) and manage bulk email communications and segmented mailing lists.
- Manage branded materials (brochures, reports, flyers, banners) and maintain the organisation's photo and video library.
- Source beneficiary stories and programme content in collaboration with programme staff.
- Support fundraising and marketing events, including occasional after-hours or weekend work.

Key Requirements

- Proven experience in marketing and/or communications.
- Strong written and verbal communication skills, with excellent attention to detail.
- Confident user of social media platforms and digital tools (Canva, Mailchimp, WordPress; Monday.com advantageous).
- Highly organised, self-motivated and able to take ownership of deliverables.
- Passion for community development and positive representation of the organisation.
- Based in Cape Town (Southern Suburbs or South Peninsula preferred).
- Valid driver's licence and own transport.
- Comfortable visiting programmes in Masiphumelele.
- Experience in the NPO or fundraising sector is advantageous.

To apply, submit your CV, a motivation letter and contact details of three (3) contactable referees to rudayba@maraisbutton.co.za

- Contact will only be made with shortlisted candidates.
- Shortlisted candidates will be requested to submit examples of written work.