



**SOCIAL CHANGE  
ASSISTANCE TRUST**

Partners in rural change

## **SOCIAL CHANGE ASSISTANCE TRUST (SCAT) COMMUNICATIONS OFFICER – CAPE TOWN**

The Social Change Assistance Trust (SCAT) is a dynamic organisation that has a 40+ year track record as a non-profit organisation. SCAT was established to promote social justice in South Africa through grant-making and capacity-building. SCAT's current mission is to partner with and support community-based organisations that provide locally driven responses to social justice in rural areas.

### **PURPOSE OF JOB**

The Communications Officer is responsible for coordinating SCAT's strategic communications function positioning SCAT as a credible and influential voice for social justice. The role contributes to empowering rural communities to address local challenges, advance sustainable development and drive lasting positive social change locally and beyond.

This role drives high level messaging, stakeholder engagement and the positioning of communication strategies to support fundraising, advocacy and partnership development to enhance SCAT's mission, strategic objectives, programmes and impact.

This role also entails the operational day-to-day communications activities, including compelling content creation and the coordination of a multi-channel content calendar, to engage stakeholders, donors, beneficiaries and the broader community.

### **KPA 1. COMMUNICATIONS STRATEGY, PLANNING AND IMPLEMENTATION**

- Develop, implement and review a communications strategy aligned with SCAT priorities, fundraising goals and programme outcomes.
- Provide strategic support to Executive Director and management team on messaging and external positioning
- Coordinate communications that support donor acquisition and retention.
- Strengthen relationships with corporate partners, foundations and government stakeholders
- Support communications planning for advocacy initiatives, campaigns and awareness drives,
- Identify and segment key audiences, including donors, beneficiaries, corporate partners and government stakeholders.
- Manage communications budgets and procurement processes

### **KPA 2. MEDIA AND STAKEHOLDER MANAGEMENT**

- Build and maintain relationships with media and related key stakeholders to ensure high profile and visibility in all media platforms inclusive of radio and print.
- Represent SCAT in public forums where appropriate
- Draft and distribute media releases and support media outreach efforts.
- Promote events, campaigns and organisational milestones.

### **KPA 3. DONOR AND STAKEHOLDER COMMUNICATIONS**

- Develop communications that support donor acquisition and retention.
- Develop high-level messaging for reports, proposals and impact storytelling
- Develop and distribute newsletters and donor communications
- Support communication with partners, donors and beneficiaries
- Strengthen relationships with partners, foundations and government stakeholders

### **KPA 4: BRAND AND ORGANISATIONAL SUPPORT**

- Maintain consistency in branding, tone and messaging
- Create “Style Guide” and ensure all communications internal and external align with brand guidelines
- Support internal teams with communication templates and standards

### **KPA 5. CONTENT DEVELOPMENT AND CONTENT CALENDAR MANAGEMENT**

- Develop and manage a monthly and quarterly content calendar across platforms (social media, website, email newsletters and print materials).
- Produce high-quality, compelling content including impactful beneficiary stories, case studies, donor reports, newsletters, press releases and social media posts.
- Ensure content is culturally sensitive, ethical and aligned with dignity-based storytelling principles and POPIA requirements
- Coordinate content inputs from management, programme staff, CBO partners etc.to accurately reflect on-the-ground impact.
- Work with LDAs on content development
- Source or capture photos/visual images for SCAT’s events and communication messaging.
- Coordinate the production of resources, including Annual Report, leaflets and pamphlets, and oversee design and printing.

### **KPA 6: DIGITAL AND SOCIAL MEDIA MANAGEMENT**

- Manage SCAT’S digital strategy, content development and performance analytics across all social media platforms (e.g., Facebook, Instagram, LinkedIn, X).
- Schedule and publish content in line with the content calendar.
- Monitor engagement and respond appropriately to stakeholders and community members.
- Maintain and update website and content.

### **KPA 7: MONITORNG, EVALUATION AND REPORTING**

- Track and analyse communications performance metrics (e.g., social media engagement, website traffic, etc.).
- Use insights to refine strategies and optimise content.
- Prepare regular reports on communications activities and impact.

### **KPA 8. COMMUNICATION**

#### **Internal communication**

- Monthly report to staff meetings
- Individual meetings with SCAT Executive Director, bi-monthly or as arranged, to discuss objectives, work activities and progress
- Active participation in general staff meetings (monthly).

#### **External communication:**

- Ongoing liaison with SCAT stakeholders, rural partners, media outlets as outlined in core tasks
- Networking with other NGOs and agencies that support rural development, women’s development and other identified development issues as identified by the organisation.

#### **KPA 9: PARTICIPATION IN MANAGEMENT TEAM MEETINGS**

- Reporting to the Executive Director, contribute and give input into strategic direction and planning.
- Ensure availability and participation in all the Programme and Management Team meetings and other organisational activities as required i.e.
  - staff meetings
  - field team and/or other agreed team meetings
  - support and supervision meetings
  - Strategic planning sessions, evaluations and any other work sessions negotiated with staff.
  - Contribute towards building and maintaining a well-motivated and friendly team, respected by all staff and playing a critical role in the achievement of SCAT's mission and objectives
  - Full participation in all agreed training/learning interactions and reports written on these when so required.

#### **QUALIFICATIONS & EXPERIENCE**

- **Bachelor's degree** in Communications, Marketing, Public Relations, Journalism, or related field.
- **5+ years' experience in strategic communications role**, preferably within an NPO environment.
- Demonstrated experience developing communications strategies and managing content calendars.
- Proven track record in media engagement, thought leadership and brand positioning
- Strong writing, editing and storytelling skills.
- Experience managing social media platforms and digital tools.
- Graphic design skills and familiarity with design software an added advantage.

#### **PERSON SPECIFICATION**

- Ability to translate programmatic work into compelling, accessible content.
- Proactive, creative and detail-oriented with ability to manage multiple deadlines.
- Ability to work collaboratively with diverse teams and stakeholders.
- Passion for social impact and alignment with SCAT's mission.
- Understanding of rural development issues and processes
- Initiative and creative problem solving skills
- Computer literacy and general information technology (IT) proficiency
- Strong interpersonal skills and ability to work effectively with a variety of internal and external stakeholders
- Tolerant of other people's views, beliefs and outlook on life and what is happening around them.
- Unendorsed Code 08 Driver's licence with at least 2 years of driving experience.
- Willingness to travel nationally if required.
- Knowledge of the latest communications technologies and platforms
- Familiarity with media monitoring and measurement tools.
- Willing to be based in SCAT Head Office in Cape Town
- Willing to travel to SCAT events, field activities and LDAs nationally

To apply, submit the following to [rudayba@maraisbutton.co.za](mailto:rudayba@maraisbutton.co.za)

- CV and a motivation letter (in Word)
- Contact details of three work-related referees.

Contact will only be made with shortlisted candidates.

**Closing date: Sunday 20<sup>th</sup> September 2026**