

VACANCY: Communications Officer – Cape Town based

The Communications Officer reports to the Partnerships and Resource Manager and is part of the Communications and Partnerships team. They are responsible for developing and implementing an integrated communications strategy, clearly communicating the mission and activities of the Kolisi Foundation and increasing the Foundation's visibility and impact. The Communications Officer works with media partners and contractors including graphic designers, videography and editing teams, photographers, and content developers. The Communications Officer is the brand guardian, ensuring alignment and consistency in all external communications.

Key Areas of Responsibility:

1. Communications

- Develop and implement comprehensive communications strategies to promote the mission and programs of the Kolisi Foundation.
- Co-create compelling content for various channels, including press releases, newsletters, blog posts, and marketing materials alongside the Partnerships Manager.
- Monitor media coverage and public sentiment related to the Foundation, providing regular reports and analysis.
- Draft press releases and distribute once approved.
- Develop and implement strategies to increase engagement with the Foundation's supporters, partners and followers across platforms and communication channels.
- Ensure that all content and work is filed in the Foundation's database and that all logins are kept safe and accessible to relevant team members.

2. Brand

- Uphold and promote the Kolisi Foundation's brand identity, ensuring consistency across all communications channels.
- Maintain and update brand guidelines to guide internal and external communications.
- Collaborate with internal teams to ensure alignment of messaging and branding in all materials and activities.

- Prepare regular reports on performance of public relations activities and campaigns.

3. Social Media & Website

- Manage and maintain the Foundation's social media accounts, including content creation, scheduling, and community engagement.
- Develop and implement social media campaigns to raise awareness, drive engagement, and support fundraising initiatives, alongside the Partnerships Manager.
- Maintain and develop current social media campaigns, Ampli-Friday, Kolisi Collective and Audit August.
- Oversee the Foundation's website, ensuring it remains up-to-date, user-friendly, and aligned with organizational goals and priorities.
- Utilize analytics tools to track and evaluate the performance of social media and website activities, making data-driven recommendations for improvement.

4. Design

- Create visually appealing graphics, illustrations, and multimedia content to support communication efforts across all platforms.
- Design marketing materials, including annual report, brochures, flyers, posters, and digital ads, that effectively convey the Foundation's message and impact.
- Collaborate with internal teams and external vendors to ensure high-quality design deliverables that meet project objectives and deadlines.
- Assist with the preparation and design of quarterly Board Reports.

Role requirements

- SAQA recognised qualification in Communications, Marketing or related discipline
- At least three years of experience in a similar role, preferably in the non-profit sector
- Strong organisational and planning skills
- Excellent written, editing and oral communication skills
- Proficiency in MS office and design and implementation apps and software necessary for the job function (Canva, Prezi, PDF, MailChimp, Wordpress, Google Analytics incl SEO and SEM, LinkedIn, Facebook, Instagram, Adobe InDesign platform or Adobe CC, etc)
- Advanced design knowledge and experience
- Strong attention to detail and accuracy
- Ability to work independently and in a collaborative team is essential
- Willingness to travel nationally, if required
- Evidenced clear criminal record

Interested candidates must submit a motivation letter and CV to MaraisButton & Associates. Email: rudayba@maraisbutton.co.za

Closing date: 19th May

Contact will only be made with shortlisted candidates