



COMMUNICATIONS DIRECTOR VACANCY IN CAPE TOWN

Reports to: Chief Development Officer (CDO)

Direct Reports: Communications Officer, interns, consultants/suppliers as required

Purpose of the Role

Waves for Change is transitioning to scale. We retain 5 Surf Therapy sites across South Africa where we deliver award winning youth development programmes. We have codified the training we give our surf therapy coaches, and the games they use on the beach, so any arts, sport or culture programme can improve their implementation at scale. We call this product 'Take 5'. Take 5 is now being used by leading Humanitarian Organisations including UNICEF and Save the Children, as well as the Department of Sport, Arts and Culture in South Africa. For more information, refer to the website: <https://waves-for-change.org/>

The Communications Director leads the development and execution of W4C's communications strategy. The role ensures visibility of Waves for Change's Surf Therapy and Take 5 programmes, contributing to improved support and awareness for Surf Therapy and increased support and uptake of the Take 5 model by partners in the government and humanitarian sectors around the world. This is a new role, and we seek a leader in the sector who can guide us in creating and actioning a communications strategy that can effectively communicate our work across various different audiences.

Key Performance Areas (KPA's), Duties & KPIs

1. Strategic Communications Leadership

Duties:

- Identify audiences for Surf Therapy and Take 5
- Develop key messages to engage each audience segment
- Form strategic partnerships that amplify our messaging across each audience segment
- Develop and manage budget to ensure communication plan is delivered and key audience segments are engaged.

KPIs:

- Annual communications strategy developed, approved, and executed.
- 5% budget variance

2. Content Development & Storytelling

Duties:

- Develop annual communications plan to align W4C teams with key content development and publication dates
- Lead development / co-creation of high-quality written and visual content that aligns with key messages and audience segments
- Oversight of social media, newsletter, website, donor platforms

- Ensure consistent brand identity across all platforms and communications.

KPIs:

- Completion of annual communications workplan
- Content engagement
 - o Traffic to W4C and Take 5 websites increases
 - o W4C and Take 5 social media audiences increase
 - o Monthly newsletters implemented with 50% open rate.
 - o Annual report delivered on time to high quality.
 - o Increased size of W4C central database (all donor and media contacts)
 - o # of strategic partners engagement in co-creation and storytelling.
- Brand guidelines developed and adhered to across all communications.

3. Marketing & Sector Presence

Duties:

- Research conferences, publications & websites where key audience segments can be engaged.
- Develop presentations, case studies and op-eds that we can present, or co-publish
- Develop annual campaign to increase engagement with Take 5

KPIs:

- Number of conferences attended each year
- Number of presentations at conferences per year
- Number of op-eds, case studies developed per year
- Annual Take 5 campaign delivered
- Increased downloads of Take 5 toolkit via Take 5 website

4. Team Leadership & Capacity Building

Duties:

- Manage, mentor, and support the Communications Officer/Manager and other team members.
- Provide training in communications tools, donor stewardship messaging, and media handling.
- Coordinate external service providers (graphic designers, photographers, videographers).

KPIs:

- Annual performance reviews completed for all direct reports.
- Evidence of team skill development and retention.
- Service provider outputs delivered on time and within budget.

5. Stakeholder & Donor Engagement Support

Duties:

- Collaborate with fundraising and partnerships teams to ensure aligned messaging with key donors
- Oversee impact reporting and storytelling for key stakeholders.
- Develop digital marketing campaigns that support fundraising and donor cultivation events.

KPIs:

- 3 impact stories produced quarterly for donor engagement.
- Year on year growth of online donor community.

Qualifications

- Bachelor's degree in Communications, Media, Public Relations, Journalism, or related field.
- Postgraduate degree (Honours/Master's in Communications/Marketing/Development Studies) an advantage.
- Additional training in digital media, brand management, or nonprofit fundraising communications beneficial.

Experience

1. 8–10 years' experience in communications, PR, media relations, or marketing, with at least 3–5 years in a leadership role.
2. Proven track record of developing and executing communications strategies in the nonprofit, development, or social impact sector (experience in corporate with strong transferability also valuable).
3. Experience in storytelling for impact, donor communications, brand building, and crisis communications.
4. Prior experience engaging with media, writing Op-Eds, speeches, and leading campaigns.
5. Experience managing a small team and external service providers (graphic designers, PR agencies, videographers).
6. Advantage: international experience or networks, especially in donor communications, advocacy, or global positioning.

Skills

- Strategic thinking and ability to translate organisational strategy into communication outputs.
- Excellent writing and editing skills (reports, donor stories, press releases, opinion pieces).
- Strong media relations and networking ability.
- Digital communications expertise (social media strategy, web content, analytics).
- Leadership and people management skills.
- Ability to manage reputation, including in high-pressure or crisis situations.
- High emotional intelligence, able to tell stories ethically and sensitively (especially given work with children).

Interested candidates must submit a motivation letter highlighting your suitability for this role and an updated CV with contact details of three work-related referees to

MaraisButton & Associates.

Email: annelie@maraisbutton.co.za

Contact will only be made with shortlisted candidates.

Closing date: Sunday 26 October