

Communications Officer *(1-year contract position)* **COMMON GOOD/** The Zanokhanyo Network

ABOUT OUR ORGANISATION

Common Good was founded by Common Ground Church in 2005. We've since impacted thousands of lives for the better through our early life, education and employment initiatives. Common Good inspires and equips Common Ground Church congregants to live out social justice in their everyday lives.

JOB OVERVIEW

Scope and develop activities emanating from TZN's Communications and Marketing strategy while also driving the development of a TZN print and digital content strategy.

KEY COMPETENCIES AND RESPONSIBILITIES

Produce and maintain regular and effective communication with all stakeholders; Internal (All Staff and Graduates); Volunteers & Brand ambassadors and External (Employers and the Public)

- Produce and implement a print and digital content plan
- Ensure synergy and alignment between digital and print content
- Identify relevant content opportunities, both existing and new
- Handle and Manage all social media platforms
- Write copy and proof-read copy across all print and digital channels
- Develop and implement social media strategies and campaigns
- Plan content for social channels and maintain a monthly schedule
- Coordinate all media engagement and relationship building
- Produce press releases
- Manage press briefings
- Write and produce newsletters across all stakeholders

- Ensure the maintenance of an updated TZN Image Library
- Coordinate Events
- Liaise with Common Good's Communication manager to ensure brand alignment (including website updates)
- Manage a team of TZN volunteer Brand Ambassadors that promote our training at different Access Points across the city and drive community engagement activities

MINIMUM REQUIREMENTS

QUALIFICATIONS:

- Matric
- Qualification in Marketing or Public Relations /Related
- Excellent communication skills (verbal, written and interpersonal)
- Valid Driver's License

PREFERRED REQUIREMENTS

SKILLS:

- Excellent writing skills
- Proficiency in English
- Individual who thrives in high levels of people engagement
- Must have attention to detail
- Ability to coordinate events
- Computer competence
- Willing and comfortable working in all communities where TZN operates
- Growing Christ follower

EXPERIENCE/KNOWLEDGE:

- 2-3 years related experience
- Experience in content development for print and digital publication
- Creative, Self-Starter and able to take initiative
- Experience in media engagement and relationship building; ensuring publicity opportunities are timeously sourced and secured

APPLICATIONS

To apply, please send a motivational cover letter, your CV and two recent work references to Coleen Adams (coleen.adams@commongood.org.za) by **Friday, 8 December 2018**. Full job description available on request.