

JOB DESCRIPTION

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| Job Title | Content Writer & Communications Specialist |
| Department | Marketing |
| Reports To (Function) | Communications Manager |
| Location | Johannesburg Global Support Office (GSO) |
| Number of Direct Reports (Subordinates) | None |
| Job Grade | |
| Job Description Last Updated/By | Jan 2021 |

PURPOSE OF POSITION:

The primary role of the **Content and Communications Specialist** is to add value to the communications team through the creation of copy that is aligned with JAM’s comms strategy for both internal and external communication

This includes copy for a variety of mediums including but not limited to ; web, annual, quarterly and other reports, Press Releases, digital and social media. To work with the communications staff in JAM’s Country Offices to ensure a consistent stream of relevant and effective content, including stories of need, success, impact and country situational content relating to JAM’s programmes in each country. Providing creative leadership and guidance/training to the communications staff in JAM Country Offices as well as providing support to Affiliate and Country office for their campaigns and communications.

KEY RESPONSIBILITIES:

- Write content for all JAM International’s quarterly, annual and other donor reports (where required), ensuring relevant, effective and timely information is sourced from all field offices
- Write content to support Affiliate marketing campaigns and efforts, in accordance with the annual communications plan
- Work with the communications staff in the JAM Country Offices to ensure a consistent stream of relevant and effective content needed for marketing and comms purposes, including stories (with respective images) of need, stories of success, and updated situational information relating to all JAM’s programmes in each country.
- Ensure all stories and written content are filed with supporting visual content within specified deadlines, to be accessed and used by Affiliate and Country Offices for comms and marketing purposes.

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- Research industry-related topics (combining online sources, interviews and studies) to keep JAM's Communications current and relevant as well as to share these findings with affiliate and country offices where appropriate
- Assist with building media relations and a database of contacts for Press Releases etc.
- Write JAM International's press releases
- Write copy to promote our programmes through JAM International's website, social media, digital platforms/media and other media channels
- Proofread and edit blog posts before publication, making use of JAM thought-leadership e.g.: COO for writing relevant articles
- Conduct simple keyword research and use SEO guidelines to increase web traffic
- Work with the Communications Manager to promote content on social media and other platforms
- Work with team members to ensure brand consistency (style, fonts, images and tone of voice,)

Update website content as needed, in collaboration with Communications Manager Guide the grants team and lead the grants process

KNOWLEDGE, SKILLS AND ABILITIES:

- Proven work experience as an Editor, Content Writer or similar role
- Portfolio of published articles/content
- Experience doing research using multiple sources
- Excellent writing and editing skills in English, other languages are a bonus
- Excellent communicator
- Organised
- Works under pressure of deadlines
- Hands-on experience with Content Management Systems (e.g. WordPress)
- Has familiarity with and ability to work effectively across multimedia platforms, including broadcast, print, online, and social , digital.
- Is abreast with current media trends
- BCom. in Communications, Journalism or related field
- Knowledgeable and understanding of SEO
- Sharp writing and editing skills strongly based in humanitarian or journalistic expertise

Qualifications required

Degree or equivalent qualification in Journalism and/or Communications

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Experience required

- Minimum 5 years experience in a similar role, **NGO experience is essential**

LIMITS OF AUTHORITY

- Authority is limited to the responsibilities described above. Any variation requires supervisory approval.

Application closing date, 24th June 2021

Applications should include a cover letter and resume.

Disclaimer: If you are not approached by our Human Resources team, please consider your application automatically registered in our database.

All interested applicants should send their resumes and applicable documents to recruitment.sa@jamint.com