

Contract duration	: 10 Months Fixed Term Contract
Anticipated start date	: 17 May 2022
Closing date for applications	: 17 May 2022
Remuneration	: Market related
DEMAND CREATION COORDINATOR (CONTENT & MATERIAL)	: GAUTENG

Beyond Zero (BZ) has been successfully implementing comprehensive services across the HIV and TB care continuum in the Eastern Cape (EC), Free State (FS), KwaZulu-Natal (KZN) and Limpopo Provinces in the past 18 years; targeting key and vulnerable populations including adolescents and youths, sex workers (SW), orphans and vulnerable children (OVC) and men who have sex with men (MSM) and people living with HIV amongst others.

As one of the 4 nominated Principal Recipient (PRs) in South Africa to lead and provide strategic management, oversight, monitoring, and evaluation on the implementation of the Global Fund grant.

Purpose of the role

The Demand Creation Coordinator– Content and Materials is responsible for creating, editing, and publishing a range of written and multimedia content, in line with relevant brand/programme goals, content strategies, tone of voice and style guidelines.

Duties and Responsibilities:

1. Content Development

- Collaborate with Communications and Marketing Manager to develop an effective and results oriented content strategy and plan for various organizational platforms and programmes.
- Collaborate with Communications and Marketing Manager to develop brand standards, style guidelines, and ensure that a consistent brand tone is maintained across all communication channels.
- Responsible for content creation (copywriting) across various organizational platforms.
- Conceptualize, edit, write materials (articles, features, ad copies) and other content for internal clients, external communication and Beyond Zero partners.
- Identify opportunities for repurposing, restructuring, or revising existing content, and identify resources for additional content needed.
- Proofread, typeset and quality check of all brand communications.
- Adhere to brand identify and guidelines for all brands/programmes.
- Liaising with internal clients and partners in developing and verifying content.
- Collaborate with design studio and digital specialists to serve both internal clients and partner needs
- Making sure artwork is correct and supplied in the right format/size/colour codes before being sent for production.

2. Materials Development and Packaging

- Development, design translation, printing and distribution of new IEC materials, branding collateral and corporate communications materials (i.e., annual reports, programme reports, etc.).

- Existing materials are translated, designed, and printed to support partners.
- Manage design, production, approving layouts, flat planning of materials and marketing collateral, distribution, and storage thereof.
- Sub partners and stakeholders are provided with sufficient IEC materials for outreach and community mobilisation activities that are aligned to the strategic communication campaigns being undertaken by Beyond Zero.
- Create and commission a portfolio of creatives, including photos, infographics, and memes.
- Ensure that a management system for the documentation resource centre is developed, maintained, and managed and kept in an orderly manner.
- Create high quality evidence informed information education and communication (IEC) materials, job-aides are distributed to partners and stakeholders that support the campaigns being implemented by Beyond Zero.

3. Stakeholder/Partnership management

- Develop and maintain close collaboration and coordination with key stakeholders and partners for efficient development of content and materials for activities aligned with programme goals.
- Support programme review meetings, seminars, webinars, and workshops documenting key lessons learnt, best practices and promote information exchange to contribute to BZ knowledge management hub and improve quality on programme implementation.

4. Strategic Information and knowledge management

- Develop comprehensive reports in line with donor reporting requirements and constantly provide programs with insights.
- Provide weekly, monthly, quarterly, and semi-annual reports as required.
- Review, revise or develop and manage quality assurance processes and monitor the application thereof.

Minimum Qualification, Education and Experience

- A three-year Diploma/Degree in Journalism/Communications/English/Creative Copy Writing/Marketing.
- At least five years' hands-on experience developing creative, including a strong track record of producing substantive written content.
- Three to five years of full DTP knowledge and multimedia content creation.
- Ability to edit written copy clearly and accurately.
- Interest in HIV and sexual health, global health, or international development.
- Ability to write and produce across various forms of multimedia and experience working creatively with designers and developers to create infographics and other forms of content.
- Excellent editing, typesetting and proofreading skills, with a strong typographic skill.
- Experience carrying out information research, with ability to analyse information and summarise key facts.
- Experience writing to tone of voice guidelines.
- Experience of using content management systems.
- Advanced computer skills in the Microsoft Office Package.
- Valid SA driver's license and ability to travel extensively.

Skills & Competencies

- Be a skilled user of design software such as Adobe Illustrator, Photoshop, and InDesign
- Excellent organizational and prioritization skills

- Exceptional verbal, written, presentation and facilitation skills.
- Ability to work effectively both independently and as part of a team.
- Able to work independently with limited supervision.
- A highly motivated “doer;” deadline driven with the ability to prioritise multiple tasks and high stress tolerance.
- Ability to collaborate internally and across different departments.
- Strong negotiations, time management and conflict resolutions skills.
- Excellent organizational and administrative skills.
- Ability to work in highly pressurized work environment with very tight deadlines.

By applying for any of the above-mentioned positions, applicants consent to BZ to conduct qualification, ID, Criminal and Reference checks on them which form part of its recruitment process.

***To Apply:* Cover letters clearly stating the Position being applied for and preferred region/location as mentioned on the adverts, CVs, and copies of qualifications must be forwarded to qfrecruitment@beyondzero.org.za**

NB. Applicants who have not heard from Beyond Zero one month after the publication of these adverts should consider their applications unsuccessful and any future correspondence from BZ thereof will be limited to shortlisted applicants only.

Beyond Zero reserves the right to re-advertise any of the above listed Positions should the need arise and reserves the right not to fill any of the listed Positions.

None South African Citizens and non-South African Permanent Residence holders must be in possession of valid documentation authorizing them to work in South Africa. Beyond Zero is an equal opportunity employer.

Candidates from key vulnerable populations are encouraged to apply.

By expressing the interest in the position, applicants are consenting in terms of POPI Act for their curriculum vitae be shared with the relevant people authorised to act on behalf of BZ in the recruitment process.

