

<b>Contract duration</b>	<b>: 10 Months Fixed Term Contract</b>
<b>Anticipated start date</b>	<b>: 17 May 2022</b>
<b>Closing date for applications</b>	<b>: 17 May 2022</b>
<b>Remuneration</b>	<b>: Market related</b>
<b>DEMAND CREATION COORDINATOR (DIGITAL CONTENT)</b>	<b>: GAUTENG</b>

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– Digital Content will primarily focus on social media, digital newsletter and WordPress website content creation, curation, and management.

## **Duties and Responsibilities:**

### **1. Content Development and Channel Planning**

- Create marketing and social media strategies and campaigns, including content ideation, design and implementation schedules.
- Collaborate with programme teams and partners to create engaging content for social media with a strong focus on video creation and promoting campaigns.
- Develop and manage content calendars and social media postings schedule across programmes.
- Ensures brand consistency in marketing and social media messages by working with programme teams and partners.
- Create and distribute engaging written or graphic content in the form of e-newsletters, web page and blog content, or social media messages.
- Adapting and rolling out approved concepts to various media, above and below the line.
- Mentor and manage interns / junior staff members and partners social media teams.
- Update programme teams and partners on current and emerging landscape trends, competitor activity and latest news.
- Be able to adapt copy to meet relevant channel objectives.
- Collaborate with the design team (supplier/agency) to deliver concepts and ideas for creative campaigns, big and small.

### **2. Community Building and Engagement**

- Moderate all social media platforms.

- Reply to questions and comments received on social and escalate issues to the required teams.
- Consistently share insights with programme teams and partners on who our followers are, what their pain points are, and what they think about the brand.

### 3. Lead and manage social Influencers strategy

- Develop and manage the influencer strategy from end to end (where applicable).
- Lead and manage in briefing, approval, management and tracking of social influencers for different brands and key campaigns.

### 4. Web content management

- Website content design and maintenance management.
- Digital agency [supplier] relationship management and project management.
- Set-up, monitor and improve search engine optimization [SEO] and general discovery of content.

### 5. Reporting

- Analyse and report on web traffic, analytics, and website engagement.
- Research new trends and opportunities.
- Track performance of campaigns, brand content and overall health and performance of platforms with regular reporting inputs to the programmes teams.
- Compiling monthly, quarterly, and ad hoc social media.
- Report back monthly on key social media KPIs.
- 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

- Diploma/Degree in Journalism/Communications/Digital Marketing/Analytics.
- Digital Copywriting and Social Media experience.
- Experience with social media platforms (Facebook, Twitter, Instagram, LinkedIn, Tik Tok, YouTube)
- 5+ years of experience in similar and/or related roles.
- Experience working campaigns and have made strong contributions towards the establishment of brand positioning & the development of a brand tone over a sustained period.
- Experience working creatively with designers and developers to create infographics, audio, video and other multimedia content.
- Highly creative and conceptual thinker.
- Interest in HIV and sexual health, global health, or international development Interest in HIV and sexual health, global health, or international development.
- Advanced computer skills in the Microsoft Office Package.
- Valid SA driver's license and ability to travel extensively.

### Skills & Competencies

- Excellent organizational and prioritization skills.

- Exceptional verbal, written, presentation and facilitation skills.
- Speed of execution, without compromising on quality.
- Excellent verbal & written communication skills.
- Highly organised, meticulous and detail oriented.
- Working knowledge of CMS and CRM platforms.
- Experience of WordPress and SEO.
- Experience of Google Ad campaigns.
- Able to work independently with limited supervision.

**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](mailto: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.**

