



**VACANCY: DIGITAL AND SOCIAL MEDIA OFFICER
(THREE-YEAR FIXED-TERM CONTRACT)**

Position Title:	Digital and Social Media Officer
Duration:	3 years
Level:	Junior
Location:	Stellenbosch
Contracting Agent:	Peace Parks Foundation

Introduction

Peace Parks Foundation (PPF) is a conservation non-profit organisation that supports governments in southern Africa with the development of transfrontier conservation areas. The Foundation is looking for someone who is talented, passionate and digitally savvy to assist the Communications Coordinator in overseeing and curating the organisation's overall digital and social media presence. This person will grow and refine the corporate web site, Facebook, Twitter, Instagram, Youtube and other relevant digital profiles, in a manner that consistently communicates the organisation's vision, mission, objectives and activities to various stakeholders, thereby increasing interest in the Foundation's work and enlarging its supporter base.

Qualifications, skills and experience

The Digital and Social Media Officer should have:

- a relevant tertiary qualification in marketing and/or communications with a specific focus on digital communication strategies and tools;
- a minimum of two years' experience in a related field;
- demonstrable experience in social media campaigns (Facebook, Twitter, Instagram, YouTube, etc.);
- experience with social media content development and community engagement;
- experience in digital marketing communication techniques and web usability principles;
- a good understanding of web and social media analytics and metrics;
- exceptional verbal and written communication skills;
- professional command of the Afrikaans and English languages;
- proficiency in desktop publishing and/or graphic design; and
- advanced general computer skills.

Responsibilities and Duties

- Oversee the organisation's social media platforms, with and under the guidance of the Communications Coordinator and Senior Development Manager;
- Take responsibility for the maintenance and development of the corporate web site;
- Assist with strategies for the development and maintenance of affiliated web sites;
- Assist with creating SEO-friendly content for web sites, blog posts, social media campaigns, infographics, and campaigns;
- Help to create, curate, and manage all published visual content (photographs, memes, infographics, videos);
- Assist with the design and layout of other electronic visual communications products such as posters, invitations, newsletters, brochures and other end-products of multimedia and design;

- Develop and maintain content schedules and a social media calendar;
- Develop and expand community and/or influencer outreach efforts;
- Analyse key metrics and translate anecdotal or qualitative data into recommendations and plans for revising social media, content marketing, SEO and social advertising campaigns;
- Compile social media and digital ROI and ROPR reports for the Communications Coordinator;
- Stay abreast of trends and best practices in social media tools, applications, channels, design, strategy and measurements of success;
- Work with global and regional colleagues across teams and functions to research, develop, and share content; and
- Be prepared and willing to perform tasks outside the given job description when asked from time to time.

Recommended Attributes

- Exceptionally creative and a conceptual thinker;
- Motivated 'doer' - deadline driven with the ability to prioritise multiple tasks;
- Highly productive, without compromising on quality and accuracy;
- Able to simplify the complex and make it audience-friendly;
- Initiative-taking, resourceful and works well independently;
- Curious, detail-orientated and meticulous;
- Professional and diplomatic;
- Adaptable team-player;
- Willing to learn;
- Visually and aesthetically intelligent;
- Trustworthy, honourable and the ability to maintain confidentiality; and
- Passionate about conservation.

Advantageous

- The ability to write clear, compelling, original copy;
- Skilled in photography and/or videography; and
- Knowledge of and experience in the coordination of multimedia production and editing.

Interested candidates are invited to submit a cover letter detailing your interest in and suitability for the position, as well as a Curriculum Vitae, with the contact details of three references. These should be submitted by **Friday, 30 November 2017**.

A competitive salary package will be negotiated, based on qualifications and experience.

Applications should be submitted to:

Mrs Dyan Lee
 Peace Parks Foundation
 11 Termo Road, Techno Park
 P.O. Box 12743, Die Boord, Stellenbosch, South Africa
 Fax: +27 (0) 866837078
 Email: dlee@ppf.org.za

SHORTLISTED CANDIDATES will be contacted to attend an interview.