JOB POSTING FOR:

Social Media Coordinator and Designer

REMUNERATION: R8000 - R14,000 depending on experience

LOCATION: Flexible. We work remotely but have offices in Johannesburg (Rosebank), Durban (Glenwood), and Cape Town (Strand Street)

EDUCATION LEVEL: Degree (Experience preferred)

TYPE: Part time, 10 - 15 hours per week

REFERENCE: #OCLSocialMediaRole

COMPANY: Open Cities Lab

LOOKING TO BE PLACED ± 15 FEBRUARY 2022

CLICK HERE TO APPLY
ABOUT OPEN CITIES LAB
We believe that through empowering citizens, building trust and accountability in civic space, and building capacity with government, we will enable participation in decision making, evidence-based urban intervention, and inclusive co-design that will improve the lives of residents in urban spaces.

Our organisation is made up of Researchers, Software Developers, Economists, Data Scientists and Designers who get to constantly expand their knowledge and learn peripheral skills as part of the job. We are all driven by a common purpose as a non-partisan community founded on the belief of equality and inclusion through openness across all aspects of society.

We are growing! And we need help expanding our Social Media presence for the Africa Data Hub project.
REQUIREMENTS:

- 2 to 4 years’ experience within an agency or as a freelancing social media manager/coordinator/designer
- Diploma or Degree in Graphic Design or Marketing Management, with a focus on Digital, Copywriting, Public Relations, Brand Strategy, or Journalism
- You’ll need good, dependable broadband and your own computer or laptop

ROLE IN A NUTSHELL

Africa Data Hub, one of the projects of a growing South African non-profit, is looking for a graphic designer and social media coordinator to create engaging and informative graphics for its social media platforms, write support copy for these posts, manage social media scheduling and upload posts daily, engage with the social media community by responding to queries and expand the reach of Africa Data Hub to journalists and related communities across the continent.
ARE YOU THIS PERSON?

- Have you completed a Diploma or Degree in Graphic Design or Marketing Management, with a focus on Digital, Copywriting, Public Relations, Brand Strategy, or Journalism?
- Do you have 2 to 4 years' experience within an agency or as a freelancing social media manager/ coordinator/designer?
- Have you worked independently without direct supervision from concept to creation?
- Do you have the ability to work in partnership to produce the best response to creative briefs in the desired digital medium and to the highest quality?
- Do you work well under pressure, have good time management and have been described by others as a multitasker, great problem solver, creative thinker and excellent communicator?
- Are you skilled in writing clear, concise, and grammatically correct copy?
- Do you understand the different language styles that appeal to various target markets?

DESCRIPTION OF THE PROJECT:
The Africa Data Hub is a project that emerged in response to the COVID-19 crisis, and from a growing concern that a lack of accurate reliable health-related data was hindering the prospects of quality and accurate news reporting on the situation in Sub-Saharan Africa. The vision behind the Africa Data Hub is to provide a central repository for journalists to access reliable COVID-19 data, with additional support directly for newsrooms where capacity or data literacy skills might be lacking. The overarching goal is to improve the quality of COVID-19 and other health-related reporting by making data more available and accessible, but also easier to use and incorporate into news items. You can access the Hub here. We are a consortium of six organisations based in South Africa, Kenya and Nigeria.
JOB DESCRIPTION

You’ll be the one to shape all visual aspects and think of creative ways to showcase the data, stories, resources and training we provide, promote events such as educational webinars that we host and engage with journalists and newsrooms in our community. Your graphics and message should capture the attention of those who see them and encourage our audience (journalists and newsrooms in Africa and beyond) to engage with the content. For this, you need to have a creative flair, a strong ability to translate requirements into design and copy and basic data-analytical skills. If you can communicate well and work methodically, we’d like to meet you.

RESPONSIBILITIES INCLUDE BUT ARE NOT LIMITED TO:

- Develop creative, engaging and informative social media strategies
- Design the graphics for all social media posts
- Write the support copy for all social media posts
- Manage the day-to-day handling and daily posting on all social media channels: LinkedIn, Facebook, Twitter and Instagram, adapting content to suit different channels
- Oversee, plan and deliver content across different platforms using scheduling tools
- Form key relationships and build a community of journalists and newsrooms across the social media platforms
- Manage and facilitate our community of journalists and newsrooms by responding to social media posts and developing discussions
• Undertake audience research and monitor, track, analyse and report on performance on social media platforms using tools such as Google Analytics Research and evaluate the latest trends and techniques in order to find new and better ways of measuring social media activity
• Manage and facilitate our community of journalists and newsrooms by responding to social media posts and developing discussions
• Undertake audience research and monitor, track, analyse and report on performance on social media platforms using tools such as Google Analytics Research and evaluate the latest trends and techniques in order to find new and better ways of measuring social media activity
• Recommend improvements to increase performance and engagement with our content
• Keep in regular contact with the Project’s communications lead so that they are informed and can approve content
• Work in conjunction with the team to identify reactive opportunities to inform creative content briefs
SKILLS

- A solid understanding of the use of social media platforms (Instagram, Facebook, LinkedIn, Twitter)
- Strong English copywriting and editing skills suitable for each platform, from knowing how to write a successful tweet to using effective storytelling techniques
- To be competent with and utilise social media management tools to help deliver periodical reporting that focuses on the analysis of performance metrics to understand, question and illustrate actions to be taken moving forward
- Knowledge and understanding of algorithms and search engine optimisation
- Creative skills for contributing new and innovative ideas
- Strong communication and people skills for articulating ideas to colleagues
- Excellent team working, collaboration and networking skills
- Organisational, project and campaign management skills
- The ability to work well under pressure in order to meet deadlines
- Skills in data analysis and interpreting statistics to support the development of campaigns and posts around our data-centred work
- An eye for detail and the ability to work accurately
- Motivation and commitment.
- The ability to work remotely and comfortably in a global, virtual, highly diverse cross-cultural team.
OCL’S PLEDGE

All applicants who are drawn to serve the mission of Open Cities Lab will enjoy Equality of Opportunity and fair treatment without regard to:

- Race
- Colour
- Age
- Religion
- Pregnancy
- Sex
- Sexual orientation
- Disability
- Gender identity
- Gender expression
- National origin
- Genetic information
- Marital status
- Prior protected activity

Women, Nonbinary, BIPOC, People with disabilities are strongly encouraged to apply.