

CONTENT CREATOR AND SOCIAL MEDIA COORDINATOR POSITION

Join Bands Not Gangs is a registered Non-Profit Company (NPC) started in Cape Town in 2018, with the goal to fight gangsterism by means of music in at risk communities.

We are looking for an experienced Content and social media coordinator who is passionate about making a positive difference in vulnerable communities to join the organisation.

1. **Type of employment contract:** Fixed term contract for one (1) year
2. **Location:** Northern Suburbs of Cape Town, Western Cape
3. **Working hours:** Monday to Friday from 08h30 – 17h00 including 1 hour lunch
4. **Report to:** The Operational manager of Join Bands Not Gangs
5. **Starting date:** 1 March 2024
6. **Requirements and qualification:**
 - A Bachelor's degree in Marketing, Communications, Multimedia production, Human work or any other relevant qualification relating to this position.
 - A minimum of two (2) years' experience in content creation and social media, preferably working in the Non-Profit field as a bonus.
 - Fluency in Afrikaans and English (written and spoken).
 - Proficient in Google analytics, websites, communication software, social media tools (e.g., Facebook, Instagram etc.), video editing software (e.g., Adobe Premiere Pro, Final Cut Pro etc.) and graphic design tools.
 - Proficient in Word, Excel, Outlook and PowerPoint.
 - No criminal record.
 - A valid driver's licence.
 - Have own reliable vehicle and willing to use it for work (will be reimbursed for kilometres travelled).
 - Willing and available to travel to various communities within the Western Cape resulting in being away from home for a few days at a time.
7. **Qualities:**
 - A Christian with good moral values.
 - Highly professional with good work ethics, adaptability and integrity.
 - Compassion for people and enthusiasm for serving the vision and mission of Join Bands Not Gangs.
 - Creativity and a passion for storytelling.
 - Highly self-motivated, energetic and have a positive outlook on life.
 - Creative and strategic thinker.
 - Emotionally resilient and ability to set good healthy boundaries.
 - Flexible and able to adapt easily.
 - Physically healthy and fit.
 - Preferably residing in the Northern suburbs of Cape Town, Western Cape.
8. **Desired knowledge and skills:**
 - Excellent interpersonal skills to establish and maintain relationships with stakeholders and persons from various cultural backgrounds.
 - Social media coordination skills and ability to plan, execute and monitor social media and digital strategies.



- Proven experience in content creation, video editing, website updating and social media management.
- Outstanding knowledge of social media platforms and their specific features and algorithms, as well as trends, best practices and social media analytics tools.
- Understanding of search engine optimisation (SEO).
- Creative skills and ability to generate innovate and original ideas for standing out in the online space.
- Strong writing skills and ability to create captivating stories and error-free content.
- Basic graphic design skills and understanding of visual content creation tools.
- Excellent photography and videography skills.
- Analytical skills and ability to make sound decisions and logical interpretations
- Exceptional communication and presentation skills, as well as public speaking skills.
- Ability to establish and nurture relationships with the online community, as well as engaging in a professional manner.
- Strong skill set in prioritising, strategizing, meeting deadlines and fulfilling roles and responsibilities with minimum supervision.
- Outstanding problem-solving skills and ability to identify, analyse and solve problems.
- Ability to manage social media budgets effectively.
- Good report writing skills.

9. Main duties and responsibilities:

- Develop and execute comprehensive social media and digital marketing plans and campaigns that aligns with the organisation's strategy and goals.
- Collaborate with internal staff such as the Operational manager and project coordinator to create cross-functional campaigns that enhances awareness pertaining to the organisation's services and goals.
- Write and create relevant content for the organisation's social media platforms, including but not limited to: Facebook, Instagram, LinkedIn and other platforms.
- Create and edit videos to promote the organisation's services and share real life stories.
- Write content and manage the updating of the organisation's website.
- Design and create online newsletters to distribute through various platforms.
- Manage online communities and enhance the organisation's visibility.
- Manage and maintain brand consistency across all content and social media platforms.
- Monitor and analyse social media and digital marketing metrics to assess the performance of campaigns and make data-driven recommendations for improvement.
- Ensure the highest quality of social media and website content is maintained.
- Compile all relevant reports and ensure the implementation of administrative processes (e.g., permission forms for shoots) applicable to the position.

10. Closing date for applications: 15 January 2024 at 16h00

11. Application:

- Email application to joinbandsnotgangs@gmail.com and reference "Content creator and social media coordinator application" in the subject line.
- Please include the following documents:
 - a) Cover letter to motivate reasons for applying for this position
 - b) Updated CV
 - c) Copy of ID, driver's licence and qualification

PLEASE NOTE THAT ONLY SHORT-LISTED CANDIDATES WILL BE CONTACTED