

VACANCY	
Job title:	Communications Officer (5-Month Fixed Term Contract)
Type:	Permanent <input type="checkbox"/> Fixed Term <input checked="" type="checkbox"/> Temporary <input type="checkbox"/>
Main purpose of the job:	To ensure the implementation of Rural Health Advocacy Project (RHAP) communication strategy and to develop, implement, monitor and evaluate communications to support RHAP projects.
Location:	RHAP- Rosebank
Closing date:	22 July 2024
Submit detailed CV to:	Vacancies2@witshealth.co.za
Advert reference number:	RHAP – Communications Officer
In accordance with our Employment Equity goals and plan, preference will be given to suitable applicants from designated groups as defined in the Employment Equity Act 55 of 1998 and subsequent amendments thereto.	

Key performance areas

- Conceptualize, write, and edit advocacy materials, including information briefs, press releases and opinion pieces.
- Capture, document and share programme learnings with donors, coalition partners and expert audiences.
- Support programme staff with writing, editing and designing publications and tools (e.g. presentations, reports, factsheets, policy papers and abstracts).
- Regularly create, post and manage a variety of content for RHAP's various social media channels.
- Coordinate the redesign of the RHAP and associated websites and ensure that content is updated regularly.
- Obtain input and seek feedback from internal stakeholders to ensure information for the website, newsletters and digital platforms is relevant, accurate and up to date.
- Use platforms such as MailChimp and WordPress to distribute this content, conducting targeted media outreach when needed.
- Work with consultants to increase social media interactions and, when needed, develop hyper-local content for targeted audiences.
- Collect platform metrics monthly for donor reporting and to inform RHAP communications strategies.
- Design and implement a regular newsletter to coalition members & regular updates for campaign supporters.
- Develop and implement a proactive media strategy where possible.
- Build relationships with the media by responding timeously to media queries.
- Oversee the monitoring of media coverage and set up systems to keep records thereof.
- Periodically coordinate trainings, webinars and other public events.
- Support field staff in organizing community outreach/advocacy events.
- Follow through to ensure that quality and productivity standards of own work are consistently and accurately maintained.

Required minimum work experience

At least three years' experience in digital advocacy, communications, marketing or journalism.

Required minimum education and training

A bachelor's degree or equivalent in communications, marketing, journalism, or a similar field.

Desirable additional education, work experience and personal abilities

Professional proficiency in English and one additional South African language.

Proficiency using Facebook, Twitter, Instagram and LinkedIn. Experience using platforms such as Canva to design social media content is an added advantage.

An understanding of different audiences and considerations regarding tailoring content.

Experience managing digital content.

Strong written, verbal and editing skills.

Proficiency with Microsoft Office (Excel, PowerPoint, Word).

Must be an organised self-starter who can work well independently and as a team member.

Good interpersonal skills and ability to work/connect with diverse culture/context.

Ability to travel nationally when required. Experience in the health field is an added advantage but is not required.

Sincere commitment to social justice and health equity.

Should you be interested in applying for this vacancy, please send an email to vacancies2@witshealth.co.za.

The subject heading of the email must read **RHAP - Communication Officer** and the job title of position applying for. Please include the following documentation:

- A cover letter (maximum one page) that clearly states which vacancy you are applying for
- A detailed CV