



**CENTRE FOR
DEVELOPMENT
AND ENTERPRISE**

CDE is an independent policy research and advocacy organisation. It is one of South Africa's leading development think tanks, focusing on critical national development issues and their relationship to inclusive economic growth and democratic consolidation.

Based in Johannesburg, The Centre for Development and Enterprise seeks to fill the following position:

MEDIA AND COMMUNICATIONS MANAGER

To provide an energetic, pro-active, efficient and comprehensive communications service to enhance the impact of CDE's work. This includes developing and managing a communication plan, including a focus on social media platforms, materials, messages and relationships with key stakeholders, especially media.

Key responsibilities for this exciting position include:

- 1) Media relations
 - Planning and managing media conferences
 - Arranging interviews and appearances on TV and Radio for CDE experts
 - Drafting press releases, op-ed, editorials and other information for the media Grow and maintain a database of relevant media contacts
 - Facilitating media monitoring reports from the current service provider and share relevant reports with staff and donors
- 2) Staff & process management
 - Managing a team of 4-5 staff members including a digital designer, events coordinator and digital communications officer
 - Plan and align department's delivery with organisation's operational plan
 - Managing processes including production and distribution of publications
- 3) Social Media & website
 - Managing social media marketing campaigns and day-to-day activities and maintaining CDE's online reputation using both traditional and digital means
 - Maintaining overall look and feel of the website in line with the organisation's branding review media monitoring to select media articles for profiling on the site
 - Developing content for different distribution channels including video and podcasts
 - Organize and manage content on the CDE website using WordPress
 - Leading future development of the CDE website platform in collaboration with internal and external team members
- 4) Communications
 - Maintaining and expanding CDE's current database with the help of dedicated staff members
 - Optimize CDE's current database software to improve targeting and maximize impact
 - Writing and editing compelling, accurate copy for diverse audiences and formats (web, print, social media, PowerPoint, newsletters, technical publications and factsheets), working closely with research staff
 - Planning and managing the design and production of the annual report and other in-house publications
 - Being the custodian of CDE's corporate ID and all other branding and marketing opportunities
- 5) Stakeholder engagement
 - Planning and managing events, meetings and presentations to engage with all stakeholders including experts, academics, business leaders and donors

The **Media and Communications Manager** must possess and be able to demonstrate:

- Honours Degree in Communications or similar (Journalism, Politics, English)
- Active interest in and knowledge of South Africa's current socio-political environment
- Minimum ten years' relevant work experience
- Excellent relationships with journalists across all media, understanding of the news cycle, deadlines, news values and newsroom process knowledge and using social media as an effective tool
- Knowledge of and experience in website maintenance using Wordpress
- Knowledge of and experience in working on social media platforms for business
- Advanced MS Office skills especially PowerPoint
- 3-years' experience in managing staff

Preferred Education and Experience:

- Master's degree in communications or similar (Journalism, Politics, English)
- Five or more years' experience working independently
- Experience in managing a national media campaign to promote a concept, idea or complex issue in traditional as well as social media
- Experience working as a journalist/editor for a leading South African publication
- Proficiency in additional languages such as isiZulu and isiXhosa
- Experience of working in a small organisation or advocacy NGO where flexibility and multi-tasking are essential
- Working knowledge of Adobe InDesign and Microsoft Dynamics CRM system
- 5 years' or more experience staff management experience



View the full job description and application instructions on the Vacancies page at www.actionappointments.co.za and email your application by Friday, 18th October 2019 to tracy@actionappointments.co.za