



**CENTRE FOR
DEVELOPMENT
AND ENTERPRISE**

JOB PROFILE

POSITION	:	Communications and Media Manager Two-year contract at CDE's office (Johannesburg)
REPORTS TO	:	General Manager
PACKAGE	:	Market-related based on experience

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.

PURPOSE OF POSITION:

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, other materials, messages and relationships with key stakeholders, especially media.

REQUIRED EDUCATION, EXPERIENCE AND KNOWLEDGE:

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 Intermediate 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

KEY PERFORMANCE AREAS:

1) Media relations

- Plan and manage media conferences

- Arrange interviews and appearances on TV and Radio for CDE experts

 - Draft press releases, op-ed, editorials and other information for the media

 - Grow and maintain a database of relevant media contacts

- Receive, assist with and refer media requests

- Circulate press releases to the media and through their social media platforms.

 - Facilitate media monitoring reports from the current service provider and share relevant reports with staff and donors

2) Staff & process management

- Manage 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

- Manage processes including production and distribution of publications

3) Social Media & website

- Manage social media marketing campaigns and day-to-day activities and maintain CDE's online reputation using both traditional and digital means.

 - Maintain overall look and feel of the site in line with the organisation's branding

 - Review media monitoring to select media articles for profiling on the site

- Solicit and select audio-visual material and images for the website and other social media platforms

 - Develop content for different distribution channels including video and podcasts

 - Organize and manage content on the CDE website through CMS WordPress.

- Lead future development of the CDE website platform in collaboration with internal and external team members

 - Generate and analyse web analytics, monitor and adjust web content/social media content accordingly

4) Communications

Maintain and expand CDE's current database with the help of dedicated staff members
Optimize CDE's current database software to improve targeting and maximize impact

Write and edit compelling, accurate copy for diverse audiences and formats (web, print, social media, PowerPoint, newsletters, technical publications and factsheets), working closely with research staff

Lead new approaches to create and distribute multimedia content related to CDE

Work with the design team, especially multi-media communications specialists, to develop and distribute compelling products to raise awareness of CDE's work

Plan and manage the design and production of the annual report and other in-house publications

Be the custodian of CDE's corporate ID and all other branding and marketing opportunities

5) Stakeholder engagement

Plan and manage events, meetings and presentations to engage with all stakeholders including experts, academics, business leaders and donors

6) Other reasonable and related tasks that may be assigned from time to time