

Communications Officer

Reports to:

The Communications Officer (CO) of MAMAS Alliance is an employee of Kinderfonds MAMAS in the Netherlands and reports to the Managing Director of MAMAS Alliance. The CO collaborates closely with Kinderfonds MAMAS (NL) as a content provider; the NL team remains responsible for editing and campaign deployment.

Main Target Group

1. MAMAS Alliance: Strengthen internal communication to inform and inspire MAMAS members.
2. Corporate Social Investment (CSI): Communicate with captains of industry and CSI managers; showcase results, update channels, and support fundraising visibility.
3. Kinderfonds MAMAS Netherlands: Provide stories, visuals, and interviews that help the NL team in their fundraising campaigns.

Key Responsibilities

1. Content Creation & Storytelling

- ☐ Conduct interviews with MAMAS and communities.
- ☐ Produce stories, photos, and videos that highlight impact.
- ☐ Develop case studies, articles, and other narrative content for different audiences.

2. Digital & Social Media Management

- ☐ Create and publish content for MAMAS Alliance social media and website.
- ☐ Develop strategies to increase engagement and visibility.
- ☐ Ensure digital channels are up to date and aligned with the brand.

3. CSI Communications

- ☐ Support the CSI department with compelling materials (articles, presentations, updates).
- ☐ Help design communication strategies for business and institutional partners.

4. Support for Kinderfonds MAMAS NL

- ☐ Collect and deliver content (interviews, visuals, stories) for use in NL fundraising and marketing.
- ☐ Collaborate closely with the NL team, while they remain responsible for editing and campaign deployment.

5. Events & Alliance Communication

- ☐ Support MAMAS Alliance events and conferences (e.g. SHARE) with communications before, during, and after the event (coverage, materials, reporting).
- ☐ Strengthen communication within the Alliance to keep members informed and engaged.

6. Media relations

- ☐ Draft press releases, media pitches, and other materials to promote MAMAS Alliance initiatives.
- ☐ Cultivate relationships with journalists and media outlets to secure coverage and increase visibility.

Skills & Competencies

- ☐ Strong writing and storytelling skills (English essential; Afrikaans or local languages an advantage).
- ☐ Experience with digital communications (social media, website, basic design tools e.g. Canva, Adobe).
- ☐ Ability to translate complex impact into clear compelling stories and to work with diverse audiences.
- ☐ Creative, proactive, and able to turn complex impact stories into clear, compelling content.
- ☐ Photography/video experience is an advantage.
- ☐ Organized, creative, and comfortable working across cultures.

We encourage applications from candidates of all backgrounds.

Requirements:

- ☐ A degree in communications, journalism or similar level of certificate qualifications
- ☐ At least 3-5 years' practical experience as a communications officer or similar capacity
- ☐ Advantage to have NGO experience
- ☐ Proficient in Google workspace/Ms Office
- ☐ Drivers licence (code08) and access to a vehicle
- ☐ Willingness to travel within South Africa for site visits, including occasional Saturdays