

Job Title: Digital Communications Officer

About Us:

Bertha Spaces is a program of [Bertha Foundation](#), a global human rights foundation working to bring about social and economic justice and human rights for all.

This program was created to address the lack of access to physical spaces and programs that center activists and communities; to amplify the work of activists working toward a common cause by facilitating connections, purposeful relationships and ongoing collaboration; and to intentionally and meaningfully connect the existing spaces within the Bertha grantee network.

The Bertha Spaces program is based on the theory that when activists convene and collaborate on an ongoing and consistent basis, the impact of their work increases. Bertha Spaces creates the environment and programs to support this vital work and facilitate powerful connections and continued opportunities for activists and local communities to learn from each other, share resources and connect.

Role Overview:

As the Digital Communications Specialist, you will play a vital role in shaping our online presence. You'll be responsible for managing our social media channels and maintaining our website, ensuring that our messaging is consistent, engaging, and aligned with our brand identity.

Key Responsibilities:

Social Media Management:

- Develop and implement social media strategies to increase engagement and brand awareness.
- Create, curate, and schedule content across various platforms (Facebook, Twitter, Instagram, LinkedIn, etc.).
- Monitor social media trends, analytics, and audience engagement to optimize performance.
- Create, maintain and optimise social media advertising campaigns and strategies
- Online community management

Website Management:

- Maintain and update website content, ensuring its current, user-friendly, and reflective of our brand.

- Collaborate with team members to create and publish blogs, articles, and multimedia content.
- Conduct regular website audits to improve SEO and user experience.

Content Creation:

- Generate original content, including graphics, videos, and copy that resonates with our target audience.
- Produce high-quality visuals and reels.
- Collaborate with other teams to align digital communications with broader marketing initiatives.

Analytics and Reporting:

- Track and analyze social media and website performance metrics.
- Prepare monthly reports on digital communication efforts and recommend improvements.

Administrative Support:

- Assist in managing digital communication schedules, ensuring timely delivery of content and campaigns.
- Maintain organized records of digital assets and performance reports.
- Coordinate with external vendors and partners as needed.

Collaboration and Reporting:

- Work closely with the Director of Communications and Marketing to align digital strategies with overall marketing goals.
- Collaborate with different departments to put together the monthly newsletters for Bertha Spaces.
- Working closely with Programmes Teams to obtain content of flagship events as well as partnership events
- Prepare regular reports on digital engagement and website analytics, providing insights and recommendations for improvement.

Qualifications and Skills:

- Bachelor's degree in Communications, Marketing, Digital Media, or a related field.
- Minimum of [5 years] experience in digital communications, with a focus on social media and website management.
- Strong understanding of social media platforms, analytics tools, and best practices.

- Proficient in website content management systems (preferably WordPress) and basic HTML/CSS.
- Excellent creative writing, editing, and communication skills.
- Highly organized with strong attention to detail and the ability to manage multiple projects simultaneously.
- Team player with a proactive approach and a passion for digital marketing.

Other requirements

- Driver's license and own vehicle is advantageous
- Attend both Spaces in Mowbray and Franschoek dependent on operational activities.
- Flexible working hours
- Ability to work independently