

Senior Marketing and Communications Coordinator

Remuneration:	R39000 - R40000 per month cost-to-company
Location:	Durban, Westville
Remote work:	Some remote work allowed
Education level:	Degree
Job level:	Senior
Own transport required:	Yes
Travel requirement:	Occasional
Type:	12
Reference:	#001COMSEN
Company:	The DO MORE FOUNDATION Trust

Role overview:

The Do More Foundation is seeking a highly motivated and experienced senior marketing and communications coordinator to join our team. The senior marketing and communications coordinator will play a critical role in developing and implementing marketing strategies and communications initiatives to raise awareness about our organisation's mission, programs, and impact. This position will report directly to Marketing and Communications Lead and work closely with cross-functional teams within the organisation.

About the Do More Foundation

The Do More Foundation is a South African independent non-profit organisation, founded in 2017 by RCL FOODS.

Vision: The Do More Foundation is guided by its vision to inspire more people and organisations to create better tomorrows for the children of South Africa.

Mission: Its mission is to be an effective backbone organisation that enables catalytic partnerships and collective impact. To fulfil this mission, DMF collaborates with various stakeholders, including the communities it aims to serve, government agencies, non-profit organisations, academia and businesses.

How we do this: The Foundation has founded various National Child programmes directed at improving nutrition, early learning and providing parent/caregiver support. The Foundation also facilitates several deep-rooted community-specific development projects to promote universal access to a comprehensive package of quality services to meet children's developmental rights and needs.. Underpinning both the vision and the mission are the National Integrated Early Childhood Development (ECD) Policy and the Nurturing Care Framework.

More info: <https://domore.org.za/our-projects>

For an in depth view of our work, please see our latest impact report: <https://domore.org.za/blog/do-more-foundation-2022-impact-report>

Responsibilities:

1. Develop and implement marketing and communications strategies:

- Collaborate with the Marketing and Communications Lead to create comprehensive marketing and communications plans that align with organisational goals.

- Conduct market research to identify target audiences, key messaging, and appropriate communication channels.
- Develop innovative marketing campaigns to promote DoMore's programs and initiatives.
- Monitor marketing trends and adjust strategies accordingly to maximize effectiveness.

2. Content creation and management:

- Create compelling and engaging content for various channels, including website, social media, email newsletters, press releases, and printed materials.
- Manage the content calendar and ensure timely delivery of marketing and communications materials.
- Collaborate with graphic designers, copywriters, and other stakeholders to produce high-quality content.

3. Social media management:

- Manage and grow DoMore's social media presence across platforms (e.g., Facebook, Twitter, Instagram, LinkedIn) to increase brand visibility and engagement.
- Develop social media campaigns and strategies to reach target audiences effectively.
- Monitor social media analytics and generate reports to assess campaign performance.

4. Public relations and media relations:

- Develop and maintain relationships with media outlets, journalists, and influencers.
- Write press releases, media advisories, and pitches to secure media coverage for DoMore's initiatives.
- Coordinate interviews, press conferences, and media appearances.

5. Brand management:

- Ensure consistent branding across all marketing and communication materials.
- Support the Designer with the development of brand guidelines and provide guidance to internal and external stakeholders.
- Monitor brand perception and recommend strategies for improvement.

Skills:

- Bachelor's degree in marketing, communications, or a related field (Master's degree preferred).
- Minimum of five years of experience in marketing, communications, or public relations roles, preferably in the nonprofit sector.
- Proven experience in developing and implementing successful marketing and communications strategies.
- Excellent written and verbal communication skills.
- Strong copywriting and editing abilities.
- Proficiency in social media management and analytics tools.
- Experience in media relations and securing media coverage.
- Familiarity with content management systems (CMS) and email marketing platforms.
- Ability to manage multiple projects and meet deadlines in a fast-paced environment.
- Creative thinker with a strong attention to detail.
- Team player with excellent interpersonal skills.

Company Description

The DO MORE FOUNDATION was founded by RCL FOODS in 2017. We inspire more people and organisations to #DoMore for the young children of South Africa and facilitate meaningful collaborative partnerships by placing young children at the centre of the work we do.

Posted on 10 Aug 13:13, Closing date 9 Oct

Apply by email

Cara Goschen

Cara.Goschen@domore.org.za

Or apply with your Biz CV

Create your CV once, and thereafter you can apply to this ad and future job ads easily.

APPLY

For more, visit: <https://www.bizcommunity.com>