

SOUTH AFRICAN NATIONAL ZAKAH FUND

Job Description: Communications Officer

Region: Salt River, Cape Town, Western Cape

Department: Communications, Public Relations and Marketing

SANZAF



*changing lives through
development and relief*

sanzaf.org.za

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The South African National Zakah Fund (SANZAF) is a leading faith-based, socio-welfare and educational organisations in Southern Africa that strives to facilitate the empowerment of needy families through efficient collection and effective distribution of Zakah and other Sadaqat in a proactive and cost effective way with dignity, sincerity and a shared responsibility.

Job Function

The successful candidate shall contribute to the implementation of the SANZAF's communications, public relations and marketing strategy to achieve its objectives and increase revenue.

The successful candidate will also be responsible for leveraging traditional and new digital channels.

Key objectives

- To contribute to the improvement of the organisations profile, increasing awareness and engagement with the organisation at all levels.
- To contribute to the development of the organisation's brand and recognition values regionally and nationally.

Key Responsibilities

- Contribute to increasing the organisation's press and media coverage by: responding to press requests and supporting the HOD in developing relations with press.
- Maintaining and developing the organisation's communication database.
- Maintain and build the Social Media platforms through regular updates.
- Utilize all media platforms and channels, with a focus on developing and maintaining the Social Media presence of SANZAF.
- Create and regularly maintain a SANZAF blog.
- Prepare articles and other written material for internal and external consumption.
- Prepare articles, correspondence, reports and feedback for the website.
- Assist in creating a feedback plan for contributors .
- Maintain open lines of communication in the organisation.
- Liase with various media groups and organisations with regard to TV, Radio & newspapers.
- Contribute to the development of increased awareness of the organisation through all platforms and stakeholder engagement.
- Contribute to the development of the organisation's Brand.
- Contribute to the monitoring and evaluating of the effectiveness of the department by preparing reports of the department.
- Deliver work to agreed targets.
- General Duties to ensure effective delivery of SANZAF programmes and projects.

Requirements

- Minimum tertiary qualification in Journalism, Communication Science and or Marketing.
- 3-5 years relevant journalism experience in communications, press relations or journalism.
- Knowledge of social media platforms and a basic understanding on how they effectively function as business tools.
- Good command of both written and spoken English. Additional relevant languages will be an advantage.
- Excellent organization and communications skills.
- Understanding of Adobe Creative Suite an advantage.
- Positive attitude and willing to learn.

Applicants who not meet with the criteria will not be considered. If you do not get a response within 7 days of submitting your CV then please consider your application unsuccessful.

Qualified and interested applicants are invited to submit their CV, certified copies of relevant qualifications and a motivational letter to: humanresources@sanzaf.org.za - **Closing Date 12 October 2017**.