



1 Newtown Avenue, Level L3, Soul City Offices, Johannesburg, 2193, South Africa
Tel +27 11 339 1468 | getinfo@iranti.org.za | www.iranti.org.za

Role Profile: Multimedia Officer

Report to: Media and Communications Specialist
Role: Skilled
Number of Team members: 0
Contact: anthea@iranti.org.za

ROLE OBJECTIVE:

The Multimedia Officer is responsible to achieve engagement with the overall society and LGBTIQ community; increase website traffic for Irantí to enable education of LGBTIQ issues and drive dialogue and debate by strategically using all aspects of social media marketing roadmap to enable the Irantí Mission.

'Irantí advocates for lesbian, transgender and intersex persons through the tactical use of multi-media story-telling and movement building for the advancement of human rights in Africa.'

KEY RESPONSIBILITIES

The Role includes the following key responsibilities:

Developing & Delivering the Social Media and Communications strategy (80%)

- Build and execute social media strategy through research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize organisational pages within each platform to increase the visibility of company's social content
- Moderate all user-generated content in line with the moderation policy for each community
- Create editorial calendars and syndication schedules
- Continuously improve by capturing and analysing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Collaborate with other advocacy and programme specialist and M&E officer to manage reputation, identify key players and coordinate actions
- Prepare a monthly newsletter

Finance, Reporting: (10%)



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- Supported by the **Media and Communications specialist** to manage assigned budgets in line with our finance policies and procedures
- Report monthly reports and MIS progress on all social media and communication activities to the Iranti Management

Skills, Experience and behaviour requirements

- A commitment to Iranti's mission and a clear understanding of the links between advocacy research, and community building, campaigning and media work
- Graduate degree-level education in communications, marketing or related field
- Proven experience human rights and development work
- Proven experience in social media marketing or as a digital media specialist
- Excellent consulting, writing, editing (photo/video/text/graphic), presentation and communication skills
- Demonstrable social networking experience and social analytics tools knowledge
- Adequate knowledge of web design, web development, CRO and SEO
- Knowledge of online marketing and good understanding of major marketing channels
- Positive attitude, detail and customer oriented with good multitasking and organisational ability
- Fluency in English both written and verbal
- Willingness to learn
- Team player
- Deadline driven

If you are interested, email anthea@iranti.org.za a copy of your CV and a cover letter stating why you want to join Iranti and the skills you have that apply to this job. Please state in the subject line of the email the position you are applying for. Deadline to apply is 31 October 2019.