

Engagement officer – expected duties

- Produce daily and varied social media content to promote Bhekisisa content, drive web traffic and promote engagement across platforms. This will include keeping abreast of changes to social media platforms and adjusting the strategy accordingly;
- Design and conceptualise about three newsletters per week (one per new published stories) and special monthly newsletters focusing on themed reporting or special projects;
- Design community engagement initiatives and events inspired by Bhekisisa's reporting with groups such as policy makers, readers and grassroots communities;
- Organise critical thinking forums on health-related subjects;
- Manage the production process of Bhekisisa trainings, such as op-ed workshops or topic-related journalism workshops;
- Work with journalists to develop story-specific engagement/campaign strategies, mapping out key audiences/pressure points to affect change;
- Build and grow relationships with local partners and look for new collaborative opportunities;
- Track Bhekisisa impact – locally, nationally, online etc;
- Compile regular reports tracking social media and online metrics, both for internal consumption and donor reports and create and publish documentation on Bhekisisa initiatives and measure their impact;
- Manage timelines and deliverables for engagement initiatives and collaborations.

Engagement officer – expected qualifications

- A journalism degree or a degree in a related field;
- At least three years of experience working in a newsroom;
- Experience managing complex professional relationships and partnerships between organisations;
- Exceptional communication skills;
- Direct experience organising and facilitating events;
- An active social media presence and understanding of different social media platforms, as well as social media scheduling tools such as Hootsuite or TweetDeck ;
- Understanding of how to build relationships with partners, local stakeholders and communities of interest, both online and off;
- Excellent writing and language skills, including spelling and grammar, and attention to detail; ability to speak two or more official languages preferred;
- Demonstrated community management experience across popular social media platforms, i.e. including Facebook, Twitter and Instagram. Experience with additional platforms such as TikTok is an advantage;

To apply, please send the following materials to Bhekisisa's programme manager, Rosaline Daniel (bhekisisaengagementofficer@gmail.com) with the subject line "Application for Engagement Officer".

1. Updated CV with three contactable references; at least one should be familiar with your raw copy.
2. Please send us links to your social media accounts. An example of a newsletter or social media campaign you've worked on will count in your favour too.
3. A cover letter detailing why you would like to work at Bhekisisa specifically. Cover letters of successful candidates will demonstrate an understanding of Bhekisisa's unique brand of solutions-based, narrative journalism and analysis.

Only short-listed candidates will be contacted.

Application deadline: 10pm, 18 July 2022