



VACANCY: COMMUNICATIONS MANAGER

BirdLife South Africa is looking for a suitably qualified, dedicated, innovative and dynamic **Communications Manager**.

The Communications Manager's work will be to promote BirdLife South Africa's image through consistent messaging and strategy. This will involve, amongst others, overseeing the development of brand collateral, developing internal and external communications, and developing and implementing marketing/communication strategies. Along with focussing on digital/social media, s/he will also help BirdLife South Africa gain exposure in local, national and international media.

The ideal candidate would have:

- An appropriate background in marketing/communications.
- Knowledge of how to develop brand collateral, internal and external communications, and marketing/communication strategies.
- Extensive social media expertise.
- Experience in organising in-person and virtual events.
- Knowledge of digital fundraising.
- Excellent communication and interpersonal skills across a broad cultural diversity.
- Good administrative and leadership skills.
- An understanding of the NGO/NPO sphere.
- A love for nature, knowledge about birds, biodiversity and conservation.

The ideal candidate should also be:

- Able to work independently with minimum supervision.
- Able to juggle many concurrent communications initiatives, while prioritising them accordingly.
- Self-motivated, hardworking and willing to travel when required.
- A team player.
- Able to prioritise and work under pressure.

The **Communications Manager** will be committed to BirdLife South Africa's vision and mission (available at <https://www.birdlife.org.za/who-we-are/about/>) and be willing to work collaboratively with other organisations, both regionally and internationally, to further the conservation and preservation of South Africa's birds and their habitats.

BirdLife South Africa, based in Johannesburg, South Africa is one of the largest, most active, non-governmental conservation organisations in South Africa, and the country's leading authority on the conservation of its birds.

BirdLife South Africa is the South African Partner of BirdLife International, which operates through partners in 120 countries and territories worldwide. The BirdLife Partnership is the leading and internationally acclaimed authority on the status of birds, their habitats, and the issues affecting birds. BirdLife South Africa has special links with the BirdLife partners in Africa, and with the Royal Society for the Protection of Birds in the UK.

INHERENT REQUIREMENTS

Inherent requirements for the position are:

- An appropriate tertiary qualification; ideally at postgraduate level.
- Three or more years prior experience working in a marketing or communications role and proven experience of the following:
 - Development of brand collateral.
 - Development of internal and external communications.
 - Formulating marketing strategies.
 - Drafting media releases and media liaison.
- Proven digital fundraising skills and experience.
- Proven success designing and executing marketing and communications strategies and campaigns.
- Strong project management skills, with the ability to work on communications for various conservation projects simultaneously.
- Competency in the use of social media platforms, especially Facebook (Pages; Groups; Advertising Manager and Meta Business Manager), Instagram, X (formerly Twitter), LinkedIn and YouTube, with an understanding of TikTok being advantageous.
- Superior written and verbal communication skills in English and preferably another South African language.
- Comfortable being a spokesperson on behalf of the organisation; such as on radio, at events, hosting webinars; on matters relating to conservation.
- Proven managerial experience (people management).
- Knowledge of MS Office software package.
- Knowledge of online meetings and webinar software, such as Zoom.
- Comfortable working in basic graphic design software, such as Canva.
- Experience with website management and editing, especially using Wordpress, a strong advantage.
- Managing of external communications-related suppliers; such as videographers, graphic designers, website developers, digital marketing agency, influencers, volunteers, etc.
- Valid Code 08 driver's licence.

RECOMMENDATIONS

- Knowledge about birds and a passion for the conservation of the natural environment.
- Creatively strong, with the ability to conceptualise and execute new content ideas, especially to reach new audiences.
- Up to date on industry trends and able to stay ahead of the curve.
- Experience in planning the marketing and communication material for virtual and in-person, large-scale events.
- Video editing advantageous
- Must be able to think analytically and strategically.
- Ability to analyse and report on communications initiatives and success, in line with strategic intent.
- Capable of working well as part of a team as well as independently.
- Good interpersonal skills.
- Great multitasker and capable of simultaneously managing multiple projects with different deadlines.

GENERAL

The successful candidate will report to BirdLife South Africa's Chief Executive Officer.

The position will be based at the BirdLife South Africa Head Office (Isdell House) at 17 Hume Road, Dunkeld West, Johannesburg.

The nature of the position requires the incumbent to sometimes work after hours and over weekends and, at times, may involve travel.

REMUNERATION

Salary: BirdLife South Africa offers a salary which is commensurate with the position and responsibilities. The salary information is available on request.

Fringe benefits: BirdLife South Africa provides comprehensive group life insurance.

INTERVIEW

Interview: Successful applicants will be required to attend interviews in Johannesburg, or via Zoom.

APPLICATION PROCEDURE

Applicants are to submit:

- A detailed curriculum vitae with three contactable referees.
- A detailed motivation as to how the applicant sees his/her role in this post.
- A list of previous projects and/or other achievements (or a portfolio)
- A copy of the applicant's identity document or passport.

Please note:

- All applications will be treated in the strictest confidence. Communication will be limited to shortlisted candidates only. Should you not be contacted within six weeks of the closing date for applications, you may assume that your application was unsuccessful.
- BirdLife South Africa reserves the right not to make an appointment.
- BirdLife South Africa subscribes to and applies the principles prescribed by the Employment Equity Act. Preference will be given to candidates from designated groups, in accordance with the principles of the aforementioned act and the employee profile of the specific programme.

Assumption of duties: As soon as possible.

Closing date: Friday 27 September 2024.

To apply please e-mail your CV and motivation to BirdLife South Africa's HR Manager, Dr Isabel Human, at isabel.human@birdlife.org.za with the subject title **Communications Manager**.

For further information, contact Mark D. Anderson, BirdLife South Africa's Chief Executive Officer, at ceo@birdlife.org.za.