



Physical Address:
 2 Dingle Avenue
 Cnr. Rosmead Avenue
 Kenilworth
 7708

**Main entrance through a slip road on Rosmead Avenue*

Postal Address:
 Box 36397
 Glosderry
 7702

Digital Specialist – National

Nal'ibali is a national reading-for-enjoyment campaign which aims to spark children's potential through storytelling & reading. We do this through storytelling, reading and a network of reading clubs.

Nal'ibali seeks a highly vibrant and competent Digital Specialist to lead and manage its social media, website and loyalty programme platform. The Digital Specialist will also guide and implement the digital strategy for the organisation.

Role and responsibilities:

Key areas of responsibility	Tasks and Activities
Strategic projects and operations	<ul style="list-style-type: none"> • Supports the Chief Communication and Content Officer (CCC) in determining the annual departmental strategy • Devises, leads and reports on monthly social media, digital and loyalty programme strategy • Manages communications drives and campaign budgets • Creates, manages and finalises related reports • Drive acquisition to join Nal'ibali network through digital and social platforms • Identify and test new digital marketing trends for inclusion in the digital strategy.
Digital platform and loyalty programme management	<ul style="list-style-type: none"> • Manage maintenance & updates of the web and mobi sites, WhatsApp bot and social media platforms • Managing the hosting and digital agency relationships • Briefing of creatives & design changes to developers for all digital platforms • Content uploading of supplement, stories, audio stories and activity guides
Community management	<ul style="list-style-type: none"> • Maintain loyalty programme activity calendar and ensure timeous broadcast of network communications • Engage with volunteer network to build relationships with the community and encourage engagement • Respond to network queries and complaints timeously

Contact us in any of these ways:
Tel: +27 (21) 448 6000 **Email:** info@nalibali.org

www.nalibali.org
 www.nalibali.mobi
 nalibaliSA
 @nalibaliSA
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Requirements (Qualifications, skills and experience):

- Completed qualification in Marketing or Communications or a related field
- Honours degree in related field i.e. Education, psychology, development etc.
- 3+ years' experience in community/digital/CRM/loyalty/direct marketing environment

Experience in a broad range of communications functions including:

- Proven success in designing and executing digital communications strategies
- Proven success in managing and executing community strategies
- Content creation including writing and editing
- Proficient in Word, Excel, Google Analytics, Everlytic, PowerPoint and presentation development
- Salesforce, SQL, CRM or similar
- Articulate with strong written and verbal communication skills in English and one other official language

Competencies:

- Good understanding of data and direct marketing practices
- Independent and proactive worker
- Able to juggle multiple projects simultaneously in a fast-paced environment
- Passion for and understanding of community management, digital and loyalty programme marketing
- Track record of innovation and creativity
- Strategic and analytical thinker
- Budget management skills
- Solution driven
- Resourceful with a sense of urgency
- Interest in literacy, early childhood development or education is advantageous

Closing Date: Friday, 13 August 2021

If you meet the above requirements, please send your CV and motivation letter to work@nalibali.org

For further information please have a look at our website www.nalibali.org.

If you do not hear from us by 31 August 2021, please consider your application unsuccessful.

Please note: This position requires trust and honesty it has access to organisational data - therefore a criminal record check will be conducted. By applying for this role, and supplying the necessary details, you hereby grant us permission to apply for the necessary checks. This will be done in a confidential manner, and solely for the purposes of verification.

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