



Email: info@nalibali.org **Website:** www.nalibali.org **Twitter:** @nalibaliSA **Facebook:** nalibaliSA

PR & Events Coordinator

Nal'ibali (isiXhosa for "here's the story") is a national reading-for-enjoyment campaign sparking children's potential through storytelling and reading. The campaign seeks to motivate and support caregivers and communities to make stories and reading, a part of everyday life.

Overview:

The PR & Events Coordinator is responsible for the management and coordination of all Nal'ibali events, and the required media promotion and associated reporting. The role requires regular engagement with the field team to ensure alignment with programmatic activities, targets and media promotion. This position develops media/sponsorship/trade/business relationships with businesses, partners, government, individuals and organisations interested in and able to support Nal'ibali. This position reports to the Senior Communications Officer.

This position is based at the Nal'ibali head office in Mowbray, Cape Town

Responsibilities:

- Conceptualise an annual PR, media and event strategy for amplifying the Nal'ibali campaign in conjunction with the Senior Communications Officer
- Conceptualise, plan, coordinate and execute key flagship events, as well as the accompanying publicity needed to drive these events
- Coordinate ongoing media and public relations activities i.e. drafting of press releases, issuing/placing of releases; follow-up of release placement; arranging of media events and PR opportunities linked to the agreed Communications implementation plan, national days, literacy events or literacy/education exposure e.g. World Read Aloud Day
- Develop and maintain a comprehensive list of media contacts, particularly for community newspapers and radio stations
- Help generate and submit stories to relevant community newspapers showcasing the Nal'ibali network – partners, clubs and individuals
- Coordinate Nal'ibali spokespersons to appear on radio and TV interviews as requests come in, in consultation with the Senior Communications Officer
- Coordinate network of community newspapers and radio stations placing/airing Nal'ibali content monthly
- Monthly production, coordination and promotion of case studies/success stories – either through featured spots on the website, press coverage, learning briefs or Facebook posts
- Develop and oversee the annual events calendar in conjunction with the Senior Communications Officer
- Identify and create speaking and amplification opportunities for key Nal'ibali ambassadors on various platforms, including conferences and workshops
- Oversee development (including being able to brief a designer on content and layout), production and distribution of an array of marketing and communications collateral
- Report accurately and timeously on campaigns, events and media coverage



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- Work alongside the digital strategist, digital coordinator and community manager when required

Requirements:

- Five to ten years' public relations and/or marketing experience, preferably gained within an ad agency or nonprofit organization environment
- Relevant degree or diploma in public relations, communications or marketing
- Proven ability and experience in event management, from conception to execution
- Knowledge and experience of the accompanying public relations functions
- Excellent writing skills and the ability to craft a story
- Independent, driven and proactive problem solver
- Self-starter with a can-do approach to life
- The ability to work under pressure
- Attention to detail and the ability to multitask
- Proficient in MS Office, Excel and PowerPoint
- Previous NGO experience an advantage
- A passion for literacy a distinct advantage
- Ability to speak another South African language a distinct advantage

Closing date: 14 June 2019.

Should you meet the above requirements, please email your motivational letter and CV to work@nalibali.org with your name and surname, position title on the subject line, (e.g. Name Surname: PR & Events Coordinator).



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