



Physical Address:
The Nal'ibali Trust
Unit G06, WBHO House
9 Logan Way
Pinelands
Cape Town, 7430

Postal Address:
Box 36397
Glosderry
7702

Communication, Events & Media Officer – Pretoria

Nal'ibali's mission is to spark a love of stories, build language and literacy skills, and promote a lifelong reading culture in homes, schools and communities across South Africa. Our work transforms communities into learning spaces whether in the homes, centres, schools and community spaces children get adequate opportunities to read and engage with enticing content, stories.

The Communication, Events & Media Officer will support Nal'ibali's partnership and advocacy objectives by implementing strategic communications, coordinating organisational events and supporting media initiatives. The role is responsible for producing timely, audience-appropriate content, assisting with event logistics and media engagement, and ensuring consistent, high-quality communications across channels to diverse stakeholders including Board members, staff, funders, government, community partners, media and the public.

Role and responsibilities:

Key areas of responsibility	Tasks and Activities
Media and Public Relations Support	<ul style="list-style-type: none"> Draft and edit press releases, media advisories, statements and Q&As for campaigns, events and partnership announcements. Maintain and expand a media contact list; build relationships with local, regional and national reporters and outlets. Support proactive media outreach and rapid response for media enquiries. Monitor and analyze media coverage; prepare regular media reports and briefings for the Partnerships & Advocacy Manager and leadership. Coordinate media attendance, interviews and spokesperson briefings at events and campaigns.
Content Creation Support, social media and Digital Engagement	<ul style="list-style-type: none"> Create, implement and manage comprehensive Nal'ibali's social media strategies Produce written, visual and multimedia content for social media, newsletters, website and partner communications. Work with programme teams to capture and edit photos, short videos and case studies that showcase impact and support advocacy and donor reporting. Create strategic plans to achieve engagement and conversations across social media platforms Manage social media content calendar; schedule, publish and monitor posts across platforms; engage with audiences and respond to queries where appropriate. Use analytics tools to track engagement, reach and conversion; present insights and recommendations to improve campaign performance. Collaborate on the design of campaign assets (Canva/Adobe) and support paid social media activity when required.

Contact us in any of these ways:

Tel: +27 (21) 448 6000 **Email:** info@nalibali.org

www.nalibali.org

www.nalibali.mobi

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Event and Campaign Support	<ul style="list-style-type: none"> Plan, coordinate and deliver advocacy events, stakeholder workshops, launches and community activities (logistics, invitations, vendor coordination, on-site support). Support the production of event materials: agendas, signage, printed collateral, digital invites and post-event summary materials. Liaise with suppliers, venues and partners to ensure events run efficiently and within budget.
Stakeholder Engagement	<ul style="list-style-type: none"> Maintaining and updating the existing stakeholder database Respond to general communications enquiries and route specialized enquiries to the relevant team members. Maintain positive working relationships with partners, funders and community stakeholders; support coordination of stakeholder communications.
Administrative Support	<ul style="list-style-type: none"> Maintain an organized repository of communications materials, media coverage, approval drafts and campaign records. Assist with meeting coordination, minutes, briefings and the preparation of communications budgets and procurement paperwork.

Requirements (Qualifications, skills and experience):

- Bachelor's degree in communications, Media, Journalism, Marketing or related field
- Honours Degree in Communications, Media, Journalism, Marketing or related field (Advantageous)
- At least 5 years' experience in a Communications and/or Media Specialist /Strategist role
- Excellent communication skills in English; additional South African language/s an advantage
- Proficiency in MS Office (including Word, PowerPoint and Excel)
- Proficiency in social media management and basic design tools (e.g., Canva, Adobe Creative Suite, Facebook and Google ads)

Experience in a broad range of communications functions including:

- Proven success in designing and executing PR, media and communications strategies.
- Production of print and digital materials.
- Social media management and content creation.
- Media procurement and engagement.
- Coordinating and organizing successful events with diverse stakeholder groups.
- Masterful written and oral communication skills
- Must be passionate about literacy, making a difference and social justice.
- Proven working in the publishing sector, in the literacy field and/or multilingual publishing an advantage
- Understanding literacy and/or multilingual publishing on South Africa an advantage
- Ability to write clear, contextually relevant, and appealing copy that resonates with Nal'ibali's different target audiences and captures their attention.
- Ability to write copy for multiple platforms including but not limited to web, print, and social media
- Photography and basic videography skills (advantageous).

Closing Date: Friday, 24 October 2025

If you meet the above requirements, please send your CV and motivation letter (e.g. Thandi Nkosi, Communications, Events & Media Officer) to work@nalibali.org. For further information please have a look at our website www.nalibali.org.

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If you do not hear from us by 30 November 2025, 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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