

**JOB SPECIFICATION**

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| **JOB INFORMATION**  **Job Title**: Digital Media Coordinator  **Post Code**: P-PMC 01  **Department**: Projects  **Normal Hours of work:** Normal hours of work unless there are urgent matters to be attended to  **Normal place of work**: Parktown, Johannesburg | **Job Classification:** Technical  **Reporting to**: Projects Manager Broadcasting |
| **PRIMARY OBJECTIVE(S) OF THE JOB**  The job receives, evaluate, advise on digital media application | |
| **POSITION VALUES**  This is an important position which requires an incumbent that conversant with social media journalism | |
| **Knowledge Processing**   1. Receive, maintain and implement knowledge management processes for MDDA 2. Maintain critical communications applications/links for Applicants 3. Develop, operate, maintain and enter data into a Task Tracker Database 4. Update database with new tasks or modifications upon receipt of Applicants and/or Recipients 5. Provide website support to MDDA website 6. Develop weekly/daily content calendar in line with the strategy 7. Develop a new media outreach plan for MDDA campaigns and programs 8. Coordinate develops, updates and maintains MDDA digital platforms Gathers, edits, writes and organizes web content; 9. Develop & execute carefully targeted digital campaigns, 10. Oversees assigned social media accounts, drive growth and engagement and provide timely updates and strategic postings; provides reports as requested on activity of assigned accounts. 11. Create project plans and schedules in line with Communications Strategy 12. Prepare and report campaign optimization information Responsible for loading and managing content on the MMDA digital sites 13. Responsible for writing copy and creating content for specified products with SEO keywords 14. Responsible for content drafting and development for all social media platforms 15. Responsible for daily content activation, plus audience participation and campaign integration 16. Work with designated agencies to execute agreed social media priorities and campaigns 17. Identify and manage relationships with media partners and suitable online influencers that will support the overall digital strategy 18. Responsible for ensuring that visual presentation and content is compelling and consistent 19. On the ground support at all MMDA events   **Capacity Building**   1. Coordinate induction and/orientation of employees within MDDA on social media journalism 2. Assist on training needs assessment programmes 3. Record in-house training programmes 4. Assist with out-sourced training programmes for small media service providers pertaining to social media journalism 5. Be the champion for social media and share best practices with staff by facilitating training workshops and/or manuals   **Stakeholder Relations**   1. Maintain good stakeholder relations with Applicants and Recipients 2. Awareness of key trends and suggest creative ways of highlighting these online to engage stakeholders 3. Coordinate with external network administrators 4. Effectively collaborate with internal stakeholders and digital media partners to ensure media plans are delivered on time, on budget 5. Provide support role with Applicants, Recipients, Government, SETA and MDDA teammates in a dynamic environment 6. Work closely with internal teams to understand the business challenges/opportunities and to assist in developing relevant social/digital programs that will maximize the organisation’s growth potential | |
| **PLANNING AND DEVELOPMENT**  Site visits to potential Applicants | |
| **HUMAN RELATIONS**  Team-player  Motivator- relationship with colleagues, works well with other employers and can achieve results | |
| **CUSTOMER RELATIONS**  **Internal** – All MDDA Staff | **External** – Applicants, Recipients, Government, SETA |
| **CONTINUOUS PROFESSIONAL DEVELOPMENT AND UPGRADE**  Adult education and facilitation | |
| **QUALIFICATIONS AND EXPERIENCE**  Three year Diploma or Degree Marketing, Media or Communications – ideally with specialisation in Digital Marketing or equivalent  3 years’ experience in a development environment  Experience in data journalism  2 years social media management and content marketing experience  Graphic Design experienced is an added advantage | |
| **SKILLS AND COMPETENCIES**  Strong report writing skills  Knowledge of and personal relationships with media publications, online influencers including: Twitter, Facebook and YouTube.  Creative writing, copy editing, basic image editing  Working knowledge of how to determine value from a customer perspective  Understanding of web technologies involved in digital and social platforms  Intermediate to advanced knowledge of Digital Analytics Tools  MS Office (Word, Excel, PowerPoint)  Project Management  Facilitation  Database Management  Content Management system  Stakeholder Management Skills  Coordination skills | |
| **SPECIAL REQUIREMENTS** | |

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| **Reviewed By:** |  | **Date:** |
| **Approved By:** |  | **Date:** |
| **Last Updated By:** |  | **Date:** |