



POSITION: Social Media and Community Executive
REPORTING TO: Country Director and Operations Manager
REMUNERATION: Competitive
LOCATION: Johannesburg – Midrand
START DATE: 01 March 2023



Background

One Child One Family Hope and Homes for Children South Africa (HHCSA) is an independently registered Not-for-Profit organisation working in South Africa. As a key part of the global charity Hope and Homes for Children, our mission is to be the catalyst for global elimination of institutional care of children. We have set ourselves ambitious targets. Our ten-year aim is that by 2030, worldwide, orphanages will no longer be an acceptable way to look after children. Our values are excellence, courage, and integrity. We have proven our approach is effective across a wide variety of contexts; moving children out of orphanages to safety, and reforming childcare systems from the top down to make family-based care the norm.

One Child One Family HHCSA is ideally positioned to act as a knowledge partner to the Government and non-government stakeholders involved in the child protection and care system in South Africa at national and provincial level. We commenced work in Care Reform in South Africa in August 2015, with the national assessment of children living in institutional care 'Children Count – A snapshot of Institutional Care'. This in-depth assessment covered all nine provinces of South Africa, with a dataset of 3 145 children. We are acknowledged for our work in Care Reform; and have a formal memorandum of understanding with the Department of Social Development, Gauteng - to support Care Reform across the province with the objective to provide the National Department of Social Development with the contextualised model and process flows to enable Care Reform to be rolled out across South Africa by 2024 – 2026.

We also support the Children's Courts where relevant, especially in complex cases requiring oversight and involving trafficked/cross-border reunification cases. We are also working in five additional provinces of South Africa to catalyze conditions for change.

Key Responsibilities

Understand public / target audience media landscape and our place within that

- Social listening, prospect identification and outreach management
- Keep abreast of media and public zeitgeist about our cause and related issues

Social Media channel and platform management, including targeting, campaign and content creation

- Create compelling, relevant content for campaigns and target communities
- Write blogs, posts etc. for patrons, ambassadors, e.g. local paper content and create inbound links (new research, reports, infographics, stats)
- Schedule and check social media posts and films
- Commission film and other content from various relevant sources
- Measurement and reporting of success against agreed KPIs

Community build and curation

- Compelling public facing content creation, discussion and engagement on current affairs from the perspective of our cause and issues
- Intimate understanding of our audience's perceptions and views
- Write press releases for local and regional media, craft pitches, manage work with corporate partners
- Support with PR around corporate partner work and events

Outreach and engagement of relevant targets

- List, engage influencers as part of influencer, ambassador, patron plan
- Position OCOF HHC SA as a thought leader via engagement on existing social platforms (more sharing, engaging, commenting on posts)

Experience, Knowledge and Skills

Essential

- You like using social media – living on it, being on it, talking to people on it
- Excellent writing and storytelling skills, able to develop creative responses to written briefs and come up with innovative ways to illustrate complex information or stories;
- Able to demonstrate creation of social media content to brief across a range of platforms and audiences and channels; including commissioning content where relevant
- Understanding of audience demographics, mood and targeting, gathering and using social audience insight including reporting
- A degree level qualification
- 3 years' experience in a similar role
- In sympathy with the ethos and values of HHC
- Solid MS Excel skills in creating spreadsheets and generating reports
- Good computer skills, able to work on platforms such as MS Teams etc.
- Highly disciplined and an independent worker, but also a team player
- Excellent organisational and time-management skills
- Ability to work with different programmes, departments and stakeholders
- Ability to communicate clearly and effectively on all levels, both written and verbal
- Work efficiently under pressure
- Able to manage diversity in a socially-inclusive manner

Desirable

- Experience of influencer outreach
- Experience in regional or local press
- Experience in Adobe or other image and video editing software like canva or final cut and confident at solving any technical problems
- Experience of community management
- Good understanding and appreciation of the South African cultural diversity landscape and its strategic

importance to Care Reform

Working at Hope and Homes for Children

- Responsible for: Social media and communications operations in South Africa
- Role Purpose and Role Dimensions: This role is aimed at changing the hearts, minds and practice of those in charge of decisions about how vulnerable children are supported in South Africa, specifically through the care system. It's responsible for creating, implementing and managing the success of digitally led campaigns and activity that steward target audiences to understand more about how and why to support families to look after vulnerable children. The successful candidate will bring to bear all their knowledge of creating compelling and engaging content and campaigns, and building and managing digital communities.
- Key External Contacts: Social audiences, governmental agencies, partner civil society organisation, ambassadors, PR agencies, journalists, influencers, digital and film freelancers and agencies
- Key Internal Contacts: All OCOF – HHC South Africa colleagues and partner organisations; colleagues in HHC global Marketing, Communications and Fundraising teams
- Financial Dimensions: Responsible for project Implementation activities within agreed campaign and project budgets
- Key Areas for Decision Making: Campaign-led user journeys for audience targets; organisational / editorial voice and brand guardianship within social platforms, including video content and campaigns; recommending, implementing and monitoring activity as part of integrated communications strategies alongside the country director, programme funding officer and UK Brand team colleagues
- Hours: Full time – 40 hours per week
- Other Considerations: Occasional travel required to programmes or activities. Some out of hours work will be required from time to time.

How to apply

Interested applicants should submit the following by e-mail to siya@ngorecruit.com quoting reference number **NHM001**:

- A CV in word or PDF format (please include 3 references)
- A 1-page cover letter outlining how your skills and experience align with One Child One Family HHCSA's mission and the unique qualities you will bring to this role

Application Deadline: 16 December

Interested applicants are encouraged to **apply ASAP**. Only shortlisted candidates will be contacted.

For more information about One Child One Family HHCSA, visit their [website](#) and social media pages: [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#).