

JOB DESCRIPTION

Position Title	Communications Coordinator (fixed-term contract post – 12 months renewable contingent on funding)
Direct reports	Communications Manager

PURPOSE

Reporting to the Communications Manager, the Communications Coordinator will be responsible for delivering Content and Media production, as well as Public Relations and visibility for SAFCEI.

The role involves growing and building our media and social media channels to gain maximum visibility by producing content from external sources and our own faith leader networks and programmes, monitoring media, identifying themes and stories for content in collaboration with the programmes team, and to plan content for various campaigns.

This post will provide communications coordination for SAFCEI, to amplify messaging on various platforms, including for relevant stakeholders, especially the views of the community-based organisations, and directed at decision-makers; to ensure that partner issues are widely shared and that the voices of rural communities are heard. The incumbent would produce agreed content, newsletters, press releases, position statements and messaging on campaigns, projects, and related aspects of the project objectives.

OBJECTIVES OF THE ROLE

- To ensure optimum publicity for SAFCEI using various social and news media, technical papers, and promotions.
- To produce content for newsletters, website, press releases, and position statements.
- To develop distribution channels, and cultivate media relationships.
- To coordinate SAFCEI campaigns to ensure smooth running for communications.
- To produce weekly newsletters for distribution.
- Input to the communications strategy.
- To maintain and input on internal SAFCEI communications and compile regular reports.
- To liaise with external communications/media consultants.
- To maintain relationships with partners in the NGO space for networking, collaborating and representing the organisation.

The essential requirements of this position are:

- Contribution to the formation and effective implementation of the Media Strategy in line with the organisation's mission.
- Bring visibility to the organisation through Website, Newsletters, various Social Media platforms and through dissemination of technical information to relevant parties and donor stakeholders
- Draft and input to content for newsletters, website articles, press releases, and position statements.
- Excellent clear and concise writing skills.
- Translating complex policy information- such as data and reports for affected communities to understand.
- Ensure the website, newsletters and social media platforms are continually updated and current, and provide management with relevant material and information.
- Proven website management skills (WordPress, Netlify).
- Proven management of an editorial calendar in line with content plans.
- Experience using reporting and media monitoring tools (Brandhub, Google Analytics, Google Sheets, Meta Business Suite, Buffer)
- Experience using MailChimp and database management. (MailChimp, YAMM, Mailmerge)
- Experience with social media platforms and publishing tools (Buffer, Linktree) to amplify issues facing communities, running campaigns across media platforms: traditional, web and social media.
- You will preferably have a tertiary qualification in PR and Communications and be fully competent in all media tools.
- Facilitate media and communications training with staff and workshop participants.
- Maintain relationships with partners in the NGO space for networking, collaborating and representing the organisation.
- You will preferably have a tertiary qualification in PR and Communications and be fully competent in all media tools.
- Fluency in English and one other South African language.
- An understanding of eco-justice and ethical governance.
- Willingness to travel and work in the field.

Desirable experience:

- Photographic and video documentation skills.
- Knowledge of climate policy issues.
- Proficiency in more than one South African language.
- Established press relationships.
- Experience and value of working in a diverse and multi-faith environment.
- Experience of working in the NGO sector.
- Photographic and video documentation skills.
- Design skills.

Personal attributes:

- Ability to work in a team and independently.
- Excellent communication skills: verbal and written.
- Creativity skills – able to see issues and problems from different angles.
- Ability to take instruction and excellent time keeping.
- Able to take initiative – good at coming up with ideas and taking responsibility for your work.

- Committed, persistence and hard working with attention to detail.
- Understanding and commitment to a multi-faith approach.
- Be a representative of SAFCEI and the values that we espouse, care for the Earth and all her inhabitants.

JOB CONTENT

Key Performance Area (KPA)	Activities/Objectives/Tasks	Key Performance Indicators (KPI)
1. Planning	Input to SAFCEI’s communications strategic plan to grow our online presence both in terms of the organisation’s reach and its campaign objectives.	The plan has clear deliverables, realistic timelines, achievable objectives, includes research, evidence-based metrics and analytics, and approved internally.
2. Content Production	Develop and curate dedicated content for SAFCEI’s programmes and activities.	Results and reach are visible in online platforms through reach, impressions, and attendance to events.
	Research, source, create, run campaigns, schedule, and publish content from SAFCEI and external sources.	Content is accurate, based on factual and relevant research, and well-written and accessible to the target audience (readable, clear, simple, impactful and relevant). High-quality usable media of events is produced. All SAFCEI-related media reporting is shared monthly.
	Ensure the organisation’s editorial calendar is populated and up to date in line with content plans- press, social media and other comms channels including emails and whatsapp communities.	Editorial calendar is updated and populated with sufficient content.
	Represent SAFCEI’s message in a professional capacity in both written and oral formats, including social media posts, emails, letters, meetings, and webinars.	Safcei knowledge, message and ethos is reflected in presentations produced.
	Be proactive and pitch ideas for social media channels, campaigns, and the website.	New ideas, campaigns, and content is visible on social media and included in the monthly activity report.
	Read and actively engage in climate, food & energy news. Monitor news sites for climate change news with a particular focus on climate change policy developments, focus on food systems such as agroecology and a just energy transition.	News and updates shared/posted and interacted with on a daily basis for community programmes, and weekly basis or more frequently as required during active campaigns.
	Researching the current energy landscape and drafting content based on the current campaign. Compile nuclear energy information for the nuclear campaign and to create a strong case for an anti-nuclear approach for the “Nuclear Free South Africa”	Narrative includes accurate, factual, and relevant research, demonstrates understanding of SAFCEI history and perspectives on the nuclear movement, and reports on information monthly.

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	<p>campaign through news sourcing in SA and beyond. Monitor news sites for climate change news with a particular focus on climate change policy developments, focus on food systems such as agroecology and a just energy transition.</p>	
	<p>Source, record and share faith leader voices and views surrounding the climate emergency and building climate resilient faith communities.</p>	<p>Posts are to be shared online and with the media.</p>
<p>3. Publicity</p>	<ul style="list-style-type: none"> • Manage optimum public visibility through all media concerning the work, achievements and positions of SAFCEI. • Produce weekly SAFCEI newsletters with contributions from others. • Assist with publicity for SAFCEI's activities utilising web, social media, and other outlets. • Contribute to the production of resources, including leaflets and pamphlets. • Assist with the preparation and publication/presentation of technical papers on the environment. • Oversee the establishment of a reference library of relevant information in electronic format. 	<p>Textual analysis of post keywords and tags to target audiences are conducted.</p> <p>A minimum of 4 newsletters is produced monthly.</p> <p>Inputs to press, website development, reports, SAFCEI branding, and materials are visible.</p>
<p>4. Media relations</p>	<ul style="list-style-type: none"> • Cultivate and maintain relationships with faith-based and mainstream print, radio, and online media. • Write content and edit the contribution of colleagues. • Liaise and work with communications/media consultants working on coalition campaigns. • Assist with media queries. • Ensure all SAFCEI-related media reporting is documented and reported on quarterly. • Take photos and videos of significant SAFCEI events, and prepare captions and brief reports, to be utilised in SAFCEI web and social media. • Create a shared resource of photos and videos available to all 	<p>Content is well-written, reflects SAFCEI standards, and is accessible to the target audience (readable, clear, simple, impactful, and relevant).</p> <p>High-quality usable media of events is produced.</p> <p>All SAFCEI-related media reporting is documented and shared internally quarterly.</p> <p>Media enquiries and requests are resolved timeously. Urgent press enquiries are escalated to the ED if required.</p>

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	<p>SAFCEI staff for distribution to funders and supporters.</p> <ul style="list-style-type: none"> Facilitate media and communications training with staff and workshop participants. 	
5. Internet, Website, and Newsletter engagement	<ul style="list-style-type: none"> Maintain and update the websites regularly, assisting with the writing and publishing of content. Report monthly on traffic to the website and newsletter platforms. 	<p>Website is updated with current news and information.</p> <p>Monthly reports show accurate metrics and reach.</p>
6. Organisational responsibilities	<ul style="list-style-type: none"> Provide regular updates internally on SAFCEI's communications. Participate in organisational (programme/staff) meetings. Compile monthly and quarterly reports. Contribute to funder reports. Collate programme input to annual reports. Attend AGM, staff and other meetings as required, and provide input when requested. 	<p>Updates on comms and media shared on a weekly basis.</p> <p>Reports are accurate, relevant, and submitted to deadline.</p>