



05 October 2023

INTERNAL AND EXTERNAL RE-ADVERTISEMENT

The Johannesburg Social Housing Company SOC Limited (JOSHCO) mandate is to develop and manage affordable rental housing for the lower market as an integral part of efforts to eradicate the housing backlog of the City of Johannesburg. JOSHCO is a registered Social Housing Institution and is accredited by the Social Housing Regulatory Authority (SHRA). **JOSHCO invites suitably qualified and experienced persons to apply for the following vacant position.**

Position : **Marketing Officer: Digital Media**
Employment Status : **Permanent**
Department : **Corporate Services**

Purpose of the Job: To ensure that the marketing efforts of the company add the highest value to its business.

Responsibilities (but not limited to the following):

- Ensuring JOSHCO's corporate image and branding are well maintained throughout all digital communication channels.
- Management of digital platforms to ensure that JOSHCO's social media pages, website, and e-newsletters are up-to-date, engaging, and effective.
- Development and implementation of the Digital Marketing Strategy and Operational plan.
- Identifying, organizing, and attending marketing activities/events to promote the JOSHCO brand.
- Developing and implementing marketing campaigns
- Creating fresh, tailored, and engaging collateral to effectively deliver digital campaigns.
- Preparing content for the publication of marketing material and overseeing distribution.
- Tailoring materials to ensure communication meets the needs of key audiences.
- Liaising with external stakeholders to promote the success of activities and enhance the company's presence.
- Send Bulk SMSes to internal and external stakeholders.
- Content development for all communication platforms including press releases and statements.
- Providing regular reports summarizing the outcomes of marketing activities against targets agreed with the Marketing and Communications Manager.
- Seeing all ventures through to completion and evaluating their success using various metrics.
- Conducting market research to identify opportunities for promotion and growth.
- Media monitoring to scan issues, news, and articles about or affecting JOSHCO.
- Identifying and coordinating market research to develop marketing functions in line with current and future projects.
- Collaborating with relevant Managers to prepare the marketing budget.

Minimum job requirements, interested applicants must be in possession of:

- National Diploma in Communications, or Digital Media/ Marketing
- Degree in Journalism or a Bachelor`s Degree in Communications will be an added advantage.
- 3 to 5 years` experience in Digital media/ Marketing or in a similar role.
- Experience in government communications
- Experience in managing different marketing campaigns.

General Management Skills: Communication, Advanced systems skills, Computer, Facilitation,

Conflict Management, Relationship Management, Project Management, Ethical, General Management, Knowledge of policy and procedure development and implementation Data Analysis skills, Budgeting and Budget Management skills, and Problem-solving skills.

Technical Knowledge and Skills:

Social Media Management, Digital and print Media, Excellent knowledge of MS Office and marketing software (e.g., CRM), Thorough understanding of social media and web analytics, Creativity, and commercial awareness, Management, Corporate Governance, Budgeting, and, Monitoring and Evaluation.

Attributes:

Emotional Intelligence, Persuasion, Assertiveness, Interpersonal Skills, Attention to detail, Adaptability and flexibility, and Situational sensitivity.

Application Procedure:

Please take note that only online applications will be considered. Please apply by using the following link below, by either copying the link onto the browser or click on the link:

https://share-eu1.hsforms.com/1SPc1V5m_QlyVawyQ40DG5Aew554



JOSHCO is an equal opportunity and affirmative action employer, and all appointments will be made in accordance with the Company's Employment Equity Plan to promote its representativity (race, gender, and disability). Correspondence will only be limited to shortlisted candidates and applicants who have not been contacted within 6 weeks should consider their applications unsuccessful.

JOSHCO reserves the right not to make an appointment.

The Closing Date for Applications is 13 October 2023.