

MDDA VACANCIES

Applications are invited from suitably qualified, competent, and experienced candidates for the following position at the Media Development and Diversity Agency (MDDA) to be part of the organisation in realising its developmental mandate in a dynamic, diverse and ever-changing industry.

The MDDA is a statutory development agency for promoting and ensuring media development and diversity, set up as a partnership between the South African Government and major print and broadcasting companies to assist in (amongst others) developing community and small commercial media in South Africa, in terms of the MDDA Act No 14 of 2002.

The MDDA offers competitive salaries. The position is based in Parktown,

DIGITAL MEDIA COORDINATOR

(R537,224.51 CTC p/a)

The job receives, evaluate, advise on digital media application. Provide leadership, counsel, and project management support in a range of areas, including strategic communications planning, program development, materials development, and stakeholder outreach. Serve as an adviser to the project's team and research, including supporting strategic discussions and problem-solving, communications planning, and integration and implementation of strategies to increase awareness and engagement of key program stakeholders.

MINIMUM QUALIFICATION AND EXPERIENCE:

QUALIFICATIONS AND EXPERIENCE

- Three-year Degree in Marketing, Media, Journalism or Communications – ideally with specialization in Digital Media/Marketing or equivalent
- 2 years' experience in a development environment
- 3 years' experience in multimedia content production
- Experience in digital advertising is advantageous
- Graphic Design experience is advantageous

KEY PERFORMANCE AREAS:

Digital Support to Community Media

1. Develop and implement digital strategy for community media and small commercial projects
2. Support beneficiaries in driving growth and engagement on digital platforms through data analytics and search engine optimization.
3. Coordinate and facilitate MDDA beneficiaries in developing websites and developing data analytics capabilities for efficient website optimization

4. Assist projects in developing and uploading of compelling multimedia content (text, visuals, videos) that is aligned to the brand for all social media platforms
5. Support beneficiaries in developing audio archiving capabilities – podcasting, live streaming etc
6. Develop social media policy support for community media sector
7. Develop & execute targeted digital campaigns
8. Provide reports as requested on activity of assigned accounts and overall online presence.
9. Identify and manage relationships with media partners and suitable online influencers that will support the overall digital strategy
10. Responsible for digital content activation and campaign integration

Capacity Building

1. Coordinate induction and/orientation of MDDA beneficiaries on multimedia content
2. Assist on training needs assessment programmes
3. Assist with out-sourced training programmes for small media service providers pertaining to digital content production
4. Be the champion for social media usage and share best practices with MDDA beneficiaries by facilitating training workshops and/or manuals
5. Assist on social media training needs assessment interventions for MDDA beneficiaries
6. Benchmark other organizations and recommend promotion strategies and tactics based on learned trends and insights

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 for the benefit of the community media sector
7. Keeps abreast of digital good practices and standards including but not limited to analytics, reporting and return on investment in social media advertising and other type of paid media.

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, SEO

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

HOW TO APPLY: To view the full job specification and to apply for these challenging positions, interested and qualifying applicants are required to forward a comprehensive CV quoting the position they are applying for, together with a covering letter stating reasons for being the candidate of choice to: recruitment@mdda.org.za Queries to be directed to Human Resources Telephone 011 643 1100

PLEASE NOTE: Communication will be limited to shortlisted candidates only. Shortlisted candidates will be subjected to competency assessments and verification of all their credentials.

It is the responsibility of candidates with foreign qualifications to have them verified by the South African Qualification Authority (SAQA). Kindly note that only shortlisted candidates will be contacted. If you have not heard from us within three months after the closing date, please regard your application as unsuccessful. The appointee will be required to sign an employment contract and an annual performance agreement.

CLOSING DATE FOR ALL APPLICATIONS: 01 July 2022