

Part-Time Communications Officer (Cape Town based)

Contract: Fixed Term (Part-time)

Wordworks is a South African non-profit organisation that focuses on early language and literacy development in the first eight years of children's lives. Since 2005, we have worked in under-resourced communities with those adults best positioned to impact on young children's language and literacy development. Wordworks offers training, resources and support for partners across the country who wish to use our early language and literacy programmes in their own networks. The organisation is also part of a number of multi-stakeholder projects promoting early literacy. Wordworks is driven by its vision of *"A world where all young children have quality early learning experiences so that they develop holistically and grow to their full potential"*.

We seek to recruit a Communications Officer for a 1 year period, working for 3 days per week forming part of the Communications function in Wordworks. We prioritise applicants from Cape Town since our main office is located there.

Purpose of the role

The Communications Officer will be responsible for implementing communication strategies to enhance the visibility of Wordworks in its quest to promote the importance of early language and literacy development. The role reports to the Communications Manager and involves the writing and distribution of communications both internally and externally, social media content creation and management, media and public relations; event, campaign and online digital support; as well as administration and organisational support.

Key responsibilities

1. Social Media & Content Creation

- Draft, edit, and schedule regular social media posts (Facebook, LinkedIn, etc.).
- Assist with writing newsletters, reports, and other communications materials.
- Help source and develop compelling stories from Wordworks' programmes.
- Assist in running online campaigns, including social media adverts and email campaigns to increase engagement and visibility.

2. Media & Public Relations

- Assist in responding to general media inquiries and updating the media contact list.
- Help prepare press releases, media kits, and stakeholder communication materials (with a focus on Wordworks' 20th anniversary).

3. Event, Campaign, and Online Digital Support

- Assist in the planning and coordination of events, workshops, and online campaigns.
- Ensure Wordworks is well-represented in public engagements and awareness campaigns.
- Support event-related communications and promotional efforts.

4. Administrative & Organizational Support

- Provide administrative support during field shoots..
- Maintain and organize the communications folder and archives for easy access..
- Track social media and public engagement trends, providing brief reports.

Key competencies and behaviours expected

- Strong writing, editing, and proofreading skills to create clear, engaging content.
- Proficiency in Canva/Adobe to create visuals for social media, and promotional materials

- Photographic skills to capture high-quality images for publications, social media, and event materials.
- Experience in video production (filming and editing short videos for social media and promotional purposes) would be an advantage.
- Social media management and content scheduling for platforms like Facebook and LinkedIn.
- Ability to develop press releases, newsletters, and other communications materials.
- Strong organizational skills to manage multiple projects and deadlines.
- A strong commitment to teamwork.
- Able to build and maintain excellent working relationships with colleagues and external stakeholders.
- Able to work respectfully with people from different backgrounds.
- A positive, friendly and professional attitude.
- Acts as a role model for a 'learning organisation' culture by seeking insight and using problems as opportunities to learn in a non-judgemental environment.

Person Specification

Essential

- A bachelor's degree in Communications, Public Relations or an equivalent related field.
- Minimum of 3 years of experience in a communications role.
- Excellent written communication skills, including the ability to tailor writing for different audiences.
- Proficiency in social media management and digital marketing tools.
- Strong organisational and time management skills, ability to assimilate information, forward plan and coordinate tasks and resources (including people) on a range of projects
- Ability to work unsupervised and under direction, as part of a team or as an individual.

Desirable

- Some understanding of literacy, ECD and the early grades sector in South Africa.
- Reading, writing and speaking fluency in an African language would be an advantage.

Applications

All applications **MUST BE SUBMITTED on this APPLICATION FORM ([click here](#))** Please click on the application form link to complete the application and submit your **3-page CV and a 1-page motivation letter by 23 May 2025.**

We will only communicate with shortlisted candidates, and if you do not hear from us within 3 weeks after the closing date, kindly consider your application unsuccessful. Please visit [our website](#) for more information on the organisation.