	KICK4LIFE SE JOB DESCRIPTION	Last update: July, 2022
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Position	Marketing & Communications Officer
Department	Marketing & Operations
Line Manager	Operations & Program Director

Objective

To produce graphic marketing & sales material for all Kick4Life entities. Key responsibilities include to: assist media team with professionalization of all media content for K4L; capture & produce brand consistent content for social media; creates and ensures correct production of all K4L branded material; assist with the posting of content on K4L social media platforms; and provide administration support where necessary to Marketing & Operations Director. Additionally, to produce internal and external media coverage of all Kick4Life programming, operations and events that promote the charity, football club and social enterprise brands in the community and abroad. Key responsibilities include: journalism and media content creation; promotion and marketing; and other duties related to broader Organizational support.

Main Accountabilities

1. Area 1: Social Enterprises: No.7 Restaurant and Hokahanya Inn & Conference Centre

- 1.1 Ensure posters are created, posted on social media and printed for all No.7 events
- 1.2 Branded No.7 material is created and printed including pull-up banners
- 1.3 Produces marketing material for the Inn and conference centre- included branded profile, brochures etc.
- 1.4 Designs all signage required and ensure it is correctly printed and mounted
- 1.5 Creates short promotional videos for social media once per quarter
- 1.6 Assists Hospitality Director with any design & content requests

2. Area 2: Social Media & Administration

- 2.1 Creates daily content for social media to be signed off by Operations Director/ Hospitality Director
- 2.2 Assists with administration requirements of the Marketing & Operations department including research & collection of material, professional printing needs.
- 2.3 Assists with the professionalization of media content in particular for Football operations and the Academy
- 2.4 Works with media officer to come up with innovative ways for internal communication

3. Area 3: Journalism & Media content creation

- 3.1 Develop, lead, and manage the Kick4Life storytelling strategy and implementation to capture the organization's impacts across all of its entities
- 3.2 Support implementation of Kick4Life's communications and digital media strategy across traditional and online media platforms
- 3.3 Draft and edit written materials, communications plans, and content as needed for partner, programme, and social enterprise teams
- 3.4 Create professional photography content for all programming, events and operations
- 3.5 Maintain a secure, efficient and orderly photography content storage bank
- 3.6 Write, edit, and post new web content for Kick4Life's various social media platforms, as requested
- 3.7 Provide support and backup as needed on social media posting and scheduling
- 3.8 Draft statements, talking points, blog posts, speeches and press releases, as requested
- 3.9 Keep up-to-date on communications and digital industry standards and trends, and advise on ways to improve upon Kick4Life's media operations

4. Area 4: Promotion & Marketing

- 4.1 Attend F.C. senior and youth matches and provide live updates and highlight reports
- 4.2 Plan and implement football and programmatic press conferences and releases, as requested
- 4.3 Assist the F.C. in creating marketing campaigns that drive sales and increase membership support
- 4.4 Provide media coverage and photography of social enterprise, F.C. and programmatic events and activities for marketing and promotional purposes
- 4.5 Assist in creating social enterprise adverts for online and traditional marketing



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4.6 Support in building and maintaining productive sponsor and vendor relationships as needed for the media team

5. Area 5: Special Duties

- 5.1 Assist in Tour implementation and promotion, as requested
- 5.2 Assist in operational and programmatic fundraising initiatives
- 5.3 Comply with and uphold all of Kick4Lifes's Policies and Procedures
- 5.4 Maintain professional conduct at all times
- 5.5 Support the Kick4Life Values Buddy System, ensuring staff-wide engagement in the core values system implementation.
- 5.6 Undertake such other duties as may be reasonably requested

Qualifications and Experience:

Essential:

- Bachelor degree in graphic design
- Knowledge of Adobe Illustrator or similar design software
- Some prior experience producing content for corporate clients

Desirable:

- Graphic design portfolio available for reference
- Knowledge of Photoshop or similar software

Work Based Skills and Competencies:

Essential:


- Creative and ability to use graphic design software
- Ability to pay attention to fine details
- Understanding of Kick4Life brand & values
- Able to plan and prioritize designs for immediate action
- Time management to ensure adequate completion of duties
- Possesses strong written and verbal communication skills
- Can work under pressure and complete tasks at a high level of quality on time
- Can multi-task and prioritize effectively in an organized and strategic manner
- Demonstrates ability to liaise with interdisciplinary stakeholders
- Possesses strong ethics and is reliable in acting on what s/he commits to
- Is adaptable and demonstrates a growth mind-set when approaching challenges
- Is self-driven and takes initiative to achieve results & resolve problems
- Is proficient with the Microsoft Office suite
- Possesses understanding of Kick4Life brand & values

Desirable:

- Ability to oversee and plan various (brand consistent) design components required across the Kick4Life departments.
- Fluent in English and Sesotho, both written and spoken
- Possesses experience in collecting and analyzing data

How to Apply:

If you meet the requirements and are motivated to work helping others in a multicultural environment, please send a CV and Cover Letter explaining your motivation and fit for the role to hr@kick4life.org

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Please note that only applications received via email will be considered.

Closing Date of applications is 12th August 2022 by 5:00 pm

If you have not heard from us within two (2) weeks of the closing date, please consider your application to be unsuccessful. Remember, we will only contact applicants who have been shortlisted for interview and will not be able to provide feedback to those who have not been shortlisted, due to the sheer volume of applications.