

JOB ADVERT

Transport Education and Training Authority

Corporate Services Unit

Content Editor (Contract)

Randburg

Package: Market Related

1. KEY PERFORMANCE AREAS

1. Content Design

- 1.1. Develop and produce content for a career guidance booklet, playing cards and z-cards;
- 1.2. Write content for the career guidance portal in line with the approved career guide content for synergy;
- 1.3. Write stories for the quarterly newsletter to leverage publicity of TETA funded programmes;
- 1.4. Develop content for all publications and presentations in-line with TETA core messages.

2. Marketing Support

- 2.1. Create marketing messages for all external targeted marketing materials;
- 2.2. Create internal communication tools and craft messages to leverage publicity within internal Stakeholders;
- 2.3. Contribute to brainstorming/idea generation sessions;
- 2.4. Interview industry professionals and use online sources to research topics;
- 2.5. Improve illustration in collaboration with marketing and design teams;
- 2.6. Analyse data and analytics, and seek to increase reader engagement and retention.

3. Publications

- 3.1. Consolidate content for all Action Learning Projects, proof read, edit and work with the Line Manager to produce a final professional case study for publishing;
- 3.2. Manage the editorial calendar and ensure timely publication of the TETA newsletter;
- 3.3. Proofread, re-structure and edit articles by content writers;
- 3.4. Manage content schedules to ensure maximum content is produced and published.

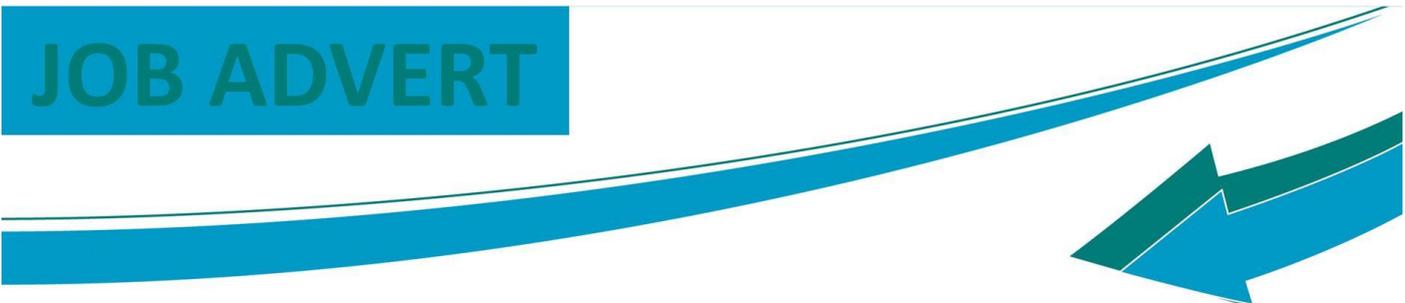
4. Department Support

- 4.1. Proof reading of documents for language use and alignment;
- 4.2. Editing documents for spelling, grammar and syntax;
- 4.3. Provide content development advise to chambers and units and institutionalise style guide and CI Compliance.

5. Digital communications

- 5.1. Audit content on all digital platforms including website, write new content and align to broader organisational strategy;
- 5.2. update social media page and digital communication theme designs;

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5.3. Monitor, upload and update the career guidance portal.

6. CRM Support

6.1. Manage all CRM email/inbox accounts, website, Facebook, twitter, LinkedIn and YouTube;

6.2. Optimise content based on SEO Guidelines.

2. MINIMUM REQUIREMENTS

2.1 Experience and qualification

- M+3 qualification in Journalism, Language Practice or other related fields (specialising in language practice, content editing and design);
- Minimum 2 years of experience in content development, proof reading, copy editing, journalism, English language practice in corporate or public services environment;
- Excellent command of the English language;
- Samples of work or portfolio of evidence produced will be required for shortlisted candidates (Technical competency assessment will also form part of the interview for shortlisted candidates);
- Drivers Licence;
- Overtime and willing to travel.

2.2 Knowledge and skills

2.2.1 Knowledge and understanding of:

- Graphic design (marketing communications specialisation);
- Good customer service;
- Corporate culture protocols;
- Proficiency in desktop publishing software.

2.2.2 Skills

- Communication and interpersonal skills;
- Proficiency in English copywriting;
- Proficiency in desktop publishing software;
- Analytical skills;
- Innovative and Creative acumen;
- Proficient in Microsoft Office and Social Media platforms.

Only applicants who meet the minimum requirements should apply by forwarding their detailed CV and cover letter clearly indicating the name of the position to recruitment@teta.org.za. All applicants will be considered in terms of TETA Employment Equity Plan. It is the applicant's responsibility to have foreign qualifications evaluated by the South African Qualification Authority (SAQA). The closing date for applications is Monday, 24 June 2019.

Should you not hear from us within 21 days of the closing date, kindly consider your application unsuccessful.

