



INTERNAL & EXTERNAL ADVERT

We have an excellent opportunity for the following professional to enhance our Marketing and Communication unit:

Temp: Multi-Media Practitioner (B5)

Salary 24 818. 85 pm

FIXED TERM CONTRACT ENDING 31 March 2023

Head Office

Purpose – To implement the merSETA multi-media digital strategy and maintain online marketing strategies through various forms of new media.

Duties: The duties include but are not limited to the following:

1. Create, curate and update merSETA social media platforms.
2. Create an online presence for the merSETA through the use of digital media software and visual communication skills.
3. Development and implement innovative social media campaigns.
4. Desktop publishing, which involves editing digital images, designing social media page layouts and using electronic publishing software.
5. Identifies target audiences and figures out the best ways to present information to these audiences.
6. Multimedia content creation and moderation on all social mediaplatforms.
7. Update internal created video slides for internal LCD Screens for all merSETA Offices.
8. Ability to design creative, engaging, and useful content: skilled in basic copywriting, basic graphic design, photo and video editing for both internal and external stakeholders.
9. Implementing social media strategy through competitive research, platform determination, benchmarking and messaging.
10. Set up and optimise merSETA pages within each platform to increase the visibility of institution's social content.
11. Continuously capturing and editing merSETA events.
12. Improve written content to animated slides to communicate both internally and externally.
13. Capture, edit recorded video and design promotional videos.

Qualities, experience, knowledge and skills required:

- National Diploma in Marketing/Communications/Journalism/Public Relations/Media Studies or a related field
- 1-year experience that includes content creation, distribution, event management support and social media engagement management
- Excellent oral and written communication
- Planning and organising
- Team work
- Passion
- Personal motivation
- Confidentiality



- Action orientation
 - Interpersonal sensitivity
-

The MERSETA is an equal opportunity employer; however, preference will be given to affirmative action candidates. **People with disabilities are encouraged to apply.** Please submit a detailed CV and motivational letter to: recruitment@merseta.org.za

Only shortlisted candidates will be contacted. Should you not be contacted within 21 days after the closing date, please know that your application was not successful.

The MERSETA reserves the right to not make an appointment.

CLOSING DATE: 20 September 2022