



DIGITAL MEDIA COORDINATOR X1:

LOCATION: Johannesburg (Gauteng Province).

REF: GP-DMC-26

Fixed Term contract (9 months: 1 November 2026 – 31st July 2027)

WHO IS HIVSA

HIVSA is a non-for-profit company established in 2002 and is a strategic partner of Provincial Department of Health and Social development. We innovatively transform and empower individuals, socio-economic and health challenges that burden communities.

MAIN PURPOSE OF THE ROLE

The overall purpose of this role is to provide digital media assistance, marketing communications and support to HIVSA programmes, under the supervision of the **Social Media Campaigns Manager**.

The core focus of the role is storytelling: documenting and sharing the stories of HIVSA's programmes through social media, multimedia and marketing content that shows the organisation's impact.

This is a hands-on role. The incumbent will personally shoot, edit, design and publish the majority of HIVSA's content across all platforms, supervise the digital media interns, promote HIVSA and its programmes, and take initiative to strengthen the reach and impact of HIVSA's communications.

Minimum Requirements:

- **Education:**
 - Matric (Grade 12).
 - Diploma or degree in Marketing, Multimedia Design, Digital Media or Graphic Design, with a focus on social media content.
- **Experience:**
 - At least 2 years' experience in digital marketing, social media content creation or multimedia design, ideally in the NGO or health sector.
 - A portfolio of social media and multimedia content you have personally shot, edited and designed (to be submitted with the application).
 - Hands-on experience creating content from start to finish: photography, videography, video editing and graphic design.
 - Basic camera knowledge, including operating a camera, framing, lighting and recording clear sound.
 - Proficiency in a video editing suite (e.g. CapCut or similar) and in Canva; Affinity is an advantage.
 - In-depth knowledge of Instagram, TikTok, Facebook, X, LinkedIn, YouTube and WhatsApp.
 - Working knowledge of HIV prevention, sexual and reproductive health and GBV is an advantage.
 - Experience supervising or mentoring interns or junior staff.
- **Competencies / Skills / Attributes / Knowledge:**
 - Strong storytelling, writing and copywriting skills.
 - A creative self-starter who takes initiative and solves problems independently.
 - Excellent communication skills, both written and verbal.
 - Strong attention to detail.

Directors: L.Nachito (Chair), Y.Naidoo (CEO), D.Rech, S. Mohamed



- Good time management skills, ability to prioritise tasks, work towards deadlines and work under pressure.
- Respects confidentiality and handles sensitive stories with care.
- Fluency in English plus at least one other South African language.
- **Working Environment:**
 - The role is based in Johannesburg (or the geographical area of programme implementation).
 - Follow a hybrid model of remote and office-based attendance as per company policy and programme priorities.
 - Participate in high level on-site based activities to support programme implementation, which include donor or other stakeholder site visits.
 - May be required from time to time to travel to and participate in events outside of the normal office environment and working hours.
- **Additional Organizational Requirements:**
 - Valid driver's licence (held for more than 3 years) and an active driver.
 - Police clearance certificate.

Key Performance Areas:

- **Strategy –**
 - Contribute to strategy development through brainstorming and providing insights from the field.
 - Stay updated with changing trends in the digital space and suggest improvements in line with programme outcomes.
 - Take initiative to identify gaps and opportunities, and propose new content, campaign and storytelling ideas.
- **Financial Management –**
 - Follow and adhere to HIVSA Financial policies and procedures.
 - Keep accurate records of all requests, approvals and transactions.
- **Stakeholder Engagement and Management –**
 - Work closely with HIVSA programme teams to identify, gather and document programme stories.
 - Build relationships with participants, communities and partners to support storytelling.
 - Prepare and collate information to have timeous communication with all programme stakeholders.
 - Provide content and data for stakeholder and donor meetings, presentations and reports.
 - Represent HIVSA at relevant platforms and events to foster opportunities.
- **Products and Services –**
 - **Storytelling:**
 - Tell the stories of HIVSA programmes through short videos, photo essays, profiles, blogs and case studies that show real impact.
 - Capture photos, short videos and interviews at programme events and site visits.
 - **Content Creation, Digital Media and Multimedia Design:**
 - Execute and create the majority of HIVSA's content from concept to final product, ready for all platforms.
 - Edit videos, reels and short-form content using editing software such as Adobe Premiere Pro, CapCut or similar.



- Design graphics, posters, social media assets and presentations using Canva and other design tools.
 - Adapt each piece of content to the format and audience of each platform, such as Instagram, TikTok, Facebook, LinkedIn, YouTube, the website and newsletters.
 - Write captions and copy, and ensure all content is in line with HIVSA's brand and tone.
 - Plan and schedule content across HIVSA's social media platforms in line with a content calendar.
- **Marketing and Communications:**
 - Support marketing communications including campaigns, newsletters, website updates, event promotion and materials for donors and partners.
 - Promote HIVSA as an organisation, and all of its programmes, campaigns and services, across all platforms, including social media, the website, newsletters, events and partner channels.
- **Content Analysis and Reporting (M&E):**
 - Provide monthly reports on reach and engagement across all social media platforms.
 - Monitor which content performs well and recommend improvements to content, campaigns and storytelling.
- **Internal Organisational Processes –**
 - Comply with HIVSA processes and systems, and ensure correct use of HIVSA policies, procedures and protocols.
- **People and Culture –**
 - Supervise, guide and support the digital media interns, ensuring they have the capacity, resources and direction to carry out their duties.
 - Allocate and review interns' content tasks, giving regular feedback on quality, brand alignment and deadlines.
 - Contribute to an engaged and committed culture within HIVSA, aligned to the values and mission of the organisation.

HOW TO APPLY

- Candidates that meet the requirements and are interested in the position should send a motivation letter, CV with three contactable referees, and a portfolio (or a link to an online portfolio) of content they have personally shot, edited and designed, to:

The HR Manager, HIVSA, e-mail: hr@hivsa.com.

Use Ref Nr: GP-DMC-26 in the subject line.

- **Closing date for application: 12th October 2026** (Whilst all applications will be carefully considered. Only shortlisted applicants will be interviewed. If you do not hear from us within 21 days of the closing date, this will mean that your application has been unsuccessful.)

- **Compliance:** Kindly provide current and relevant references for background checks. All appointments are subject to the preferred candidates obtaining the necessary security clearance, reference checking and competency assessment.

- **Employment Equity:** We embrace employment equity and are committed to the achievement of fair and equal representation of our workforce. **Preference will be given to applicants residing in the Gauteng Province and candidates from previously disadvantaged backgrounds.**