



JOB ADVERTISEMENT
INTERNAL & EXTERNAL

Job Title	DIGITAL COMMUNICATIONS OFFICER Ref: DCO/09/2025 Salary R28 787,50 CTC per month (Global Grade 09)
About the Role	<p>Purpose</p> <p>To ensure the successful running of digital channels including but not limited to database and social media campaigns that create new customer leads, promote the brand and its products, and contribute to overall company growth.</p>
Key Performance Measures	<p>Stakeholder Relations</p> <ul style="list-style-type: none"> Maintaining and updating the existing customer database. Increasing the customer database through innovative means. Continuously work through the existing data to ensure it is up to date. Review all returns post a mailing to make any corrections necessary. When and if a membership scheme is launched, take responsibility for the management of the membership scheme. Provide input on SMS and advert texts. Distribution of SMSs and bulk email for all productions and events emails for all productions and events. Respond to queries from external stakeholders. <p>Create and Coordinate Internal and External Newsletters</p> <ul style="list-style-type: none"> Writing and compilation of internal and external newsletters. Develop, design, and produce corporate newsletters and other promotional direct mail items as directed by the marketing plan. Analyze consumer behaviors and market trends, adjusting email and advertising campaigns based on current knowledge. <p>Content generation and coordinating the content generation and functionality of the MTF website</p> <ul style="list-style-type: none"> Coordinating the content generation and functionality of the Market Theatre website including photo uploads and press-related stories to enhance the time spent on the site. Ensure that all production information, event information, exhibition, readings and all other events are updated on the website. Ensure all information submitted is correct. Ensure that website is maintained always. Prepare analytics summaries once a month. Ensure links to forms are functional. Advise webmaster on SEO compliant website. <p>Social Media Strategy</p> <ul style="list-style-type: none"> Create, implement, and manage comprehensive social media strategies for the Market Theatre. Research into new and alternative ways to leverage social media activities and experiment with these. Monitor trends in social media, social media tools, applications and channels and apply that research. Measure and report on the impact of social media on the overall marketing efforts. Blogging, content generation, engagement, social networking (for productions and events), community development projects and management of the digital space for the Market Theatre.

- Created strategic plans to achieve engagement and conversions across social media platforms and digital ads.
- Measure and report on digital marketing campaign performance, gained insights and compared results against goals to identify strengths and weaknesses.
- Evaluate and enhance content of online pages, blog posts and social media platforms.
- Collaborate with sales and marketing leaders to devise social media campaigns and coordinate with advertising.
- Manage social media accounts by composing content, engaging with followers in comments, monitoring activities and researching trends.
- Conceptualize and Produce Beyond the Story for YouTube channel.
 - o Conceptualize the look and feel.
 - o Brief the videographer on the treatment of video.
 - o Compile storyboard for briefing videographer.
 - o Give feedback to the videographer for editing purposes.
 - o Source videographer services.
 - o Google Ads plan and execution.
 - o SEO optimization.
- YouTube channel adverts and conceptualization as well as content creation.

Events Management

Conceptualize, promote, and manage events, e.g.

- Social Media Nights.
- Influencer Nights.
- Compile and Manage list and RSVP.
- Arrange Catering.
- Décor for events.

Budgeting and Reporting

- Utilizing budget efficiently without incurring overspending as allocated by Line Manager.
- Manage social media expenses on Market Theatre credit. Give monthly reports of usage.
- Monthly budget reports to be forwarded to the Line Manager.
- Google Analytics reporting.
- SEO reporting.

<p>Desired Experience & Qualification</p>	<p>PREFERRED QUALIFICATIONS, SKILLS, EXPERIENCE</p> <p>EDUCATION</p> <ul style="list-style-type: none"> • Relevant Diploma/Degree, (NQF 6/7) – Public Relations, Communication, Journalism, Copywriting • Certificate - IT <p>EXPERIENCE</p> <ul style="list-style-type: none"> • 5 - 8 years of experience in Digital communications and database. <p>PERSON SPECIFICATION (KNOWLEDGE, SKILLS AND ATTRIBUTES)</p> <p>Behavioral Competencies / Performance Drivers</p> <ul style="list-style-type: none"> • Achievement orientation • Creativity and Innovation • Interactive Communication • Impact and Influence • Sales orientated and motivated • Self Confidence <p>Technical Competencies / Professional Expertise</p> <ul style="list-style-type: none"> • Video editing • Understanding of social media tools • Copywriting <p>Leadership Competency Requirements</p> <ul style="list-style-type: none"> • Planning & Organizing • Results Management writing Skills
	<p>Interested persons who meet the requirements are invited to send a concise CV, ID copy and Qualifications to the Human Resources Department via e-mail to vacancies@markettheatre.co.za</p> <p>Please indicate the reference number of the post in the subject line of the email. ITC & criminal checks will be conducted and where applicable, candidates will be subjected to an assessment test.</p> <p>Should you not hear from us within 30 days after the closing date, consider your application unsuccessful. Correspondence will be limited to shortlisted candidates only. No late applications will be considered.</p> <p>The Market Theatre Foundation reserves the right not to make any appointment(s) to the above post. Preference will be given to candidates in line with the Employment Equity Plan.</p> <p>Enquiries may be directed to Apfeswaho Muruge (011) 832 1641 ext. 221</p> <p>THE CLOSING DATE FOR THIS POSITION: 09 September 2025.</p>