

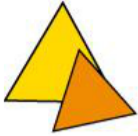
<b>Job Title:</b>	Content Writer (12 months Fixed Term Contract)
<b>Organisation:</b>	NEMISA
<b>Department:</b>	Office of the Chief Executive Officer
<b>Location:</b>	Hatfield, Pretoria and Parktown, Johannesburg
<b>Salary Range:</b>	Grade 10
<b>Upward Reporting Relationships:</b>	Chief Executive Officer
<b>Reference Number:</b>	NEM-13/11/2019

#### MAIN PURPOSE OF JOB

- Researching industry-related topics on 4IR (combining online sources, interviews and studies)
- Writing clear marketing copy to promote the work of the PC4IR and NEMISA
- Profile NEMISA as an Institute of choice

#### JOB OBJECTIVES

- Understanding of the digital skills development landscape and the fourth industrial revolution (4IR) phenomenon.
- Developing content for blogs, articles, products descriptions, social media and the website.
- Assisting the editorial team in developing content for editorial campaigns.
- Proofreading content for errors and inconsistencies.
- Creating compelling headlines and body copy that will capture the attention of the target audience.
- Identifying target audience needs and recommending new content to address gaps in the company's current content.
- To work closely with the editorial team and developing content for public awareness education around the 4IR
- Generating, researching, and pitching ideas for posts.
- Writing, editing, publishing, and promoting content.
- Advocating and educating others about the work of the 4IR commission
- Monitoring responses to posts via the website, social media, or other platforms to better understand the audience.
- Staying current on industry trends for possible opportunities to attract new readers or create stronger, more engaging content



### Education: Formal Qualifications

*Education involves the acquisition of knowledge and skills through learning where subject matter is imparted systematically. Formal qualifications are obtained by studying at formal institutions e.g. universities, Technikons, colleges, etc.*

<b>Level of Education:</b>	<b>Minimum:</b> <ul style="list-style-type: none"> <li>• NQF level 6 qualification in journalism or media degree or similar qualification.</li> </ul>	<b>Ideal</b> <p>Post graduate qualification in journalism/media or equivalent qualification.</p>
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### Job related Work Experience

*Experience is obtained through opportunities for exposure and practice at work. It includes all working experience that has some bearing on the job and is not restricted to the current organisation. Supervised on-the-job training, internships and learnerships are incorporated within this category.*

**Minimum:**

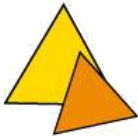
- 5-10 years' experience in Journalism or Media

**Ideal:**

- 10 + years' experience in Journalism or Media
- Experience in Higher education institution

### Job related Knowledge

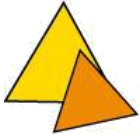
*Job-related knowledge is typically gained through formal or informal training programs (these exclude programs through which Formal Qualifications are attained). It includes knowledge of facts, data and information and understanding the rationale behind models, theories and principles.*



- Understanding of the digital skills development landscape and the fourth industrial revolution (4IR) phenomenon
- Understand the Institution of Higher Learning
- Engage stakeholders and market NEMISA as a brand
- Ability to craft target market related messages
- Writing articles for both online and print publications (including newsletters) in 4IR and digital
- Generate articles easily
- Ability to understand what is newsworthy and of interest to their audience
- Rewrite other's work into the style of the publication
- Confident – both telephonically, in person and in front of the camera
- Well-articulated
- Understand social media
- Attend conferences, launches and events and can network
- Can build relationships
- Meet deadlines
- Understand and apply the basic principles of news reporting (networking, initiating own leads and following up stories, accuracy and balanced reporting)
- Understand the audience you are writing for
- Positive, resourceful and passionate
- Active team member
- Can work unaided
- Must have own transport
- Detail-orientated

### **Competency requirements**

- Ability to design or conceptualise a programme using a systematic approach
- Above average stakeholder management skills
- Solid project management skills
- Advanced computer skills
- Ability to work independently and with a team
- Negotiation skills
- Prioritisation skills
- Detailed focus
- Excellent interview and communication skills
- A positive work outlook is important.
- Previous news writing experience.
- Share the Media's Values - Do it now, be Authoritative, be Resourceful, Exceed Expectations.



**Important note:**

- Please email through comprehensive CV and certified copies of Qualifications/Supporting documents to: [contentwriter@nemisa.co.za](mailto:contentwriter@nemisa.co.za)
- If you do not hear from us within one week of the closing date, please regard your application as unsuccessful.
- Preference will be given to historically disadvantaged applicants.
- Only candidates who meet the minimum requirements should apply. Correspondence will only be limited to short listed candidates.
- NEMISA reserves the right not to make an appointment.
- Closing Date: **2 December 2019**

*We are committed to Employment Equity when recruiting internally and externally. It is company policy to promote from within wherever possible. Therefore, please be aware that internal candidates will be considered first before reviewing external applicants, if this supports achievement of our Employment Equity goals.*