



New loveLife Trust
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Date: 15th January 2025

ADVERT FOR MEDIA & COMMUNICATIONS UNIT-CONSULTANTS

The New loveLife Trust hereby invites proposals from 2 suitably qualified consultants who meet the below requirements for a 11 months contract [March 2025 to January 2026].

1.Graphic Designer

Roles and Responsibilities

- Bringing the brief and concept to life based on the client or funder's needs and vision.
- Keeping budget, time and production constraints in mind.
- Preparing mockups and presenting to clients or funders before deciding on a final design/concept.
- Editing proofs to client or funder's specifications and getting signoff/approval before finalising artwork.
- Working and collaborating with art directors, copywriters, photographers and other designers.
- Adapting and rolling out approved concepts to various media, above and below the line.
- Adhering to a client's or funder's brand identity and guidelines.
- Communicating with internal and external stakeholders about the progress of projects and any issues that may arise.
- Working with external departments to extend concepts and visuals to other internal and external media and communications-related material.
- Making sure artwork is correct and supplied in the right format/sizes/colour codes before being sent to press, funder and production facilities.
- Work on multiple briefs at the same time.
- Experience with video editing tools
- Report to work from Monday to Friday, with occasional weekend shifts. Typically, you will be in the office two days a week and working remotely for the rest of the time.

Graphic Designer Skills and Qualifications

- Post matric qualification
- Be creative, adaptable to trends and conceptualise original ideas.
- Have a strong, well-rounded portfolio that showcases your individual design aesthetic.
- Good communication skills to accurately convey your concepts to clients or funders and team members.
- Be a skilled user of design software such as Adobe Illustrator, Photoshop, Dreamweaver CorelDRAW, and InDesign.
- Mindful of client's needs and the time and costs associated with what you will be delivering.
- Have an active interest in art/design and passionate about the work you deliver.
- Embrace the vibrancy of youth and celebrate its diverse cultures.

2. Social Media and Digital Content Strategist

Roles and Responsibilities:

- Develop and execute online and social media content strategy to promote brand awareness, drive engagement, and increase followers across various social media platforms.
- Collaborate with the communications team and content creators in provinces to create engaging and shareable content that aligns with the brand's voice and objectives.
- Conduct research and stay updated with industry trends, competitor analysis, and audience preferences to inform content strategy and identify new opportunities.
- Utilize social media management tools to schedule posts, monitor social media channels, and analyze performance metrics.
- Monitor and respond to comments, messages, and inquiries on social media platforms in a timely and professional manner.
- Analyze social media data, track key performance indicators (KPIs), and generate reports to measure the effectiveness of social media campaigns and identify areas for improvement.
- Stay informed about emerging online and social media platforms, features, and best practices, and recommend innovative strategies to reach and engage with the target audience.
- Collaborate with external agencies, influencers, and partners to amplify the brand's online social media reach and engagement.
- Stay updated with industry regulations and guidelines to ensure compliance in online and social media communications.
- Provide recommendations and contribute to overall marketing strategies based on social media insights and trends.
- Willing to travel
- Report to work from Monday to Friday, with occasional weekend shifts. Typically, you will be in the office two days a week and working remotely for the rest of the time.

Skills and Qualifications:

- Diploma or degree in Marketing, Communications, Public Relations Management or a related field.
- Proven work experience as an Online and Social Media Analyst or similar role.
- Solid understanding of online and social media platforms, trends, and best practices.
- Proficiency in using social media management tools and analytics platforms.
- Strong written and verbal communication skills.
- Creative mindset with the ability to think outside the box and develop engaging content.
- Analytical skills to interpret data, identify trends, and make data-driven decisions.
- Ability to work collaboratively in a fast-paced environment and manage multiple projects simultaneously.
- Knowledge of the youth space environment principles and how they apply to social media content is a plus.

All interested candidates to submit the following documentation:

1. CVs.
2. A written proposal for the work to be done.
3. A detailed priced quotation for the work to be done.
4. Company registration document.
5. Valid BBBEE certificate/Sworn Affidavit.
6. Valid Tax Clearance.
7. Certified ID copy.
8. Valid Bank Confirmation.
9. Accreditation on the job applying for.

Submissions to be done via email to: procurement@loveLife.org.za OR hand delivered at No 48 Wierda Rd West, Wierda Valley Sandton 2196 [Opposite Sasol Building] no later than the 31st January 2025 @ 14h00.

For enquiries:

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Mr. Pat Mogotlane- 0115231000- pat.mogotlane@lovelife.org.za- Brand & Comms Manager