



JOB DESCRIPTION

Job Title	CONSULTANT - SENIOR COPYWRITER
Department	MARKETING
Reports To (Function)	GSO GROUP MARKETING DIRECTOR
Location	VARIED

Purpose of role

Looking for an in-house copywriter who can take our work on the ground and package this information for marketing and fundraising purposes. A creator of compelling 'on brand' marketing and or fundraising content for marketing and fundraising campaigns.

Our candidate must be willing and able to travel to our programme countries to source stories for use in marketing and fundraising content when required

Primary responsibilities

The job holder will have the following key responsibilities:

- Articulating sometimes complex industry jargon into consumer-friendly language, to craft accessible written pieces about our programmes for fundraisers to use when approaching potential funders.
- Crafting clear and user-friendly information documents about the organization and each of its programmes, to give knowledge, and encourage donations from supporters.
- Edit stories and information to fit the respective context/medium.
- Work with creative director to create compelling, brand-conscious marketing content to be used on a variety of mediums such as email, social media, the website etc.
- Working with our Art Director, conceptualising fundraising tools and campaigns.
- Travelling to our programme countries to source and collect impactful stories and testimonials to be used on marketing collateral.

Ideal Experience

- Demonstrable experience of delivering on-brand marketing campaigns with knowledge of a variety of forms of content including campaigns, social media, email, website, organisations programme information documents etc.
- Knowledge of working in a non-profit environment is ideal.
- The experience or knowhow to source and develop impactful stories for marketing and fundraising purposes is essential.

Skills desired

- Exceptional writing skills, with demonstrable ability to write a variety of content, from one-liners to longer bodies of documentation.
- A malleable writing style, with the ability to articulate potentially convoluted industry jargon into consumable language, without losing facts.
- Flexibility is key
- Resourceful, intuitive, and an ability to come up with creative concepts.
- Familiarity with SEO writing skills are essential.
- Excellent time management and thrives under pressure.
- Project management skills with a high level of coordination.
- English as a first language is a must

Personal traits

- Self-motivated-doesn't lean on micromanagement.
- Compassionate
- Determined
- Disciplined
- A love for Africa
- Attention to detail
- Organised
- Adaptable

HOW TO APPLY:

Please submit your CV by clicking on this link :

<https://www.pnet.co.za/offers/offerPreview.cfm?id=3663343&click=no&rs=1&status=online&reviewid=3777095b3c35cb09edde52721045f59d> no later than **18th August 2023**

Applicants will be reviewed on a rolling basis and only successful candidates will be contacted.

Late applications and candidates who do not comply with the above requirements will automatically be disqualified.

Correspondence will be limited to short-listed candidates only. If you do not hear from us within one month of the closing date, please consider your application as unsuccessful