



Marketing Communications Assistant

(1-year fixed-term contract)

The .ZA Domain Name Authority (ZADNA) is the regulator and manager of dotZA (.ZA) – South Africa's Internet namespace. ZADNA is a statutory entity founded in terms of Chapter X of the Electronic Communications and Transactions Act 25 of 2002. Its key responsibility is to license and regulate .ZA registries and registrars, and to develop and implement policy guidelines. Its offices are located at 72 New Rd, Glen Austin AH, Midrand, 1685, Gauteng Province.

ZADNA is seeking to appoint a **Marketing Communications Assistant** to support the Marketing and PR Department by providing administrative and creative assistance in the delivery of ZADNA's internal and external communication initiatives.

KEY JOB DELIVERABLES ARE:

Social and Digital Media Management

- Manage ZADNA social media channels (e.g., Facebook, Twitter, LinkedIn).
- Develop engaging content aligned with ZADNA's brand voice and messaging.
- Monitor and respond promptly to all social media inquiries and comments.
- Analyse social media performance metrics to measure campaign effectiveness.
- Ensure content adheres to ZADNA's brand guidelines and style guide.
- Monitor campaign statistics and overall social media performance.

Internal Communication

- Collaborate with internal teams to understand their communication needs and provide internal campaign support. Facilitate effective internal communications.
- Draft and publish clear, concise, and error-free written content for internal stakeholders such as newsletters, weekly bulletins etc.
- Assist in planning and executing internal communication campaigns and initiatives.

Marketing Support

- Assist with market research to build marketing and communication material.
- Contribute to the development and execution of brand awareness campaigns.
- Assist with coordinating internal and external events.
- Providing administrative support to the PR and Marketing department.
- Tracking media exposure and constantly updating the media contact list.
- Assist in developing marketing briefs.

Stakeholder Engagement

- Assist with media and public relations activities.
- Assist with stakeholder engagement activities and supplier relations.
- Support the development and execution of brand awareness campaigns.

MINIMUM REQUIREMENTS

- Diploma or Degree in Marketing, Public Relations, Communications Science, or any other relevant qualification.
- A minimum of 1 – 2 years' experience as a Communications or Marketing Assistant.
- Strong writing and editing skills.
- Experience with graphic design software (e.g., Photoshop, Canva) is an advantage.
- Understanding of market research techniques, statistical and data analysis methods
- Thorough understanding of social media and web analytics.
- Solid experience related to use of Microsoft Office and Adobe Acrobat.

REQUIRED COMPETENCIES (SKILLS, KNOWLEDGE AND BEHAVIOURAL ATTRIBUTES):

- Excellent communication skills, both verbal and written
- Ability to multitask and prioritise tasks
- Project management
- Planning and organising
- Attention to detail
- Client focus
- Good social media management skills
- An understanding of digital advertising platforms
- People management and team leadership skills
- Good teamwork skills
- Communication skills and networking ability
- Adaptability
- Excellent organizational and multi-tasking skills
- Outstanding communication and interpersonal abilities
- Good organisation and planning skills
- Creativity and writing skills

Interested parties must forward their full application (CV, copies of ID and academic qualifications) to recruitment@zadna.org.za no later than 16h00 on Friday, 29 March 2024.
