



## **Digital & Multimedia Assistant**

**Organization:** African Parks

**Location:** Johannesburg, South Africa

**Reporting to:** Digital Manager

**Start date:** 7 February 2022

**Type of contract:** Full Time

### **BACKGROUND**

African Parks is a non-profit conservation organisation that takes on the complete responsibility for the rehabilitation and long-term management of national parks and wildlifereserves in partnership with governments and local communities.

African Parks is seeking a full-time Digital & Multimedia Assistant within the Communications and Marketing Department to be based in the head office in Johannesburg, South Africa. This position, available from 1 October 2021, is an exciting opportunity to work with a unique conservation organisation dedicated to protecting Africa's wildlife and remaining wild places.

African Parks is looking for a highly organised, self-motivated and personable individual to assume the role of Digital & Multimedia Assistant. The individual should have experience in digital marketing and ideally some experience in conservation to assist in coordinating tasks for the Digital Manager.

The primary purpose of the position is to:

Assist with a broad set of digital and multimedia responsibilities, including helping with website updates, social media engagement, the compilation and storage of photo and video content, and content generation where needed. In addition, working with all members of the team to ensure efficient coordination and planning of group projects and campaigns.

### **KEY RESPONSIBILITIES:**

Assist the Digital Manager across a broad area of activity, which includes:

- **Social media:** assists with content generation and engagement for all social media platforms (Instagram, Facebook, Twitter and LinkedIn) which includes drafting text and designing stories using Adobe Photoshop and Premier Pro.
- **Website updates:** assist with basic updates to the African Parks website and microsites (French and German) and ensure content (text and photos) on all platforms is kept as current as possible.
- **Email Marketing:** assist with the formatting and sending of mailers on our email marketing system, this includes the monthly CEO Report and other mass marketing mailers. And assist with email list curation and cleaning and data input where needed.
- **Multimedia database:** manage the Communications and Marketing Department's database of multimedia assets, including photos, videos, b-roll, and raw footage and ensure the database is properly catalogued and easily accessible and searchable both on our online platform (Filecamp) and on our media server.

- Multimedia asset folders: create folders containing top photos and videos of each park and ensure they are correctly catalogued with necessary captions so they may be shared with partners, press and donors. Assist in creating bespoke multimedia asset folders for campaigns and unique requests in a timely manner.
- Inhouse video and photographic content: assist with producing and editing video and photographic content for campaigns, social media, partners and press. These include interviews with staff members, GIFs for the headers of campaigns, and reels for Instagram.
- Informal photo and video content: connect with parks and gather all informal photo and video content from staff and partners and update the database, ensuring it contains all recent content produced throughout the organization. Example: ensure all content shared on the 'AP In The Field' group on Whatsapp is saved on our database.

## **QUALIFICATIONS**

- Minimum 1-year experience in marketing or communications or relevant conservation disciplines, preferably with experience in working with digital and multimedia;
- Bachelor's degree in Environmental Science or Conservation; or Communications, Marketing, English or Journalism;
- Sound writing skills. Ability to learn how to communicate complex, science-based information to the general public using visual/digital media for effective story telling;
- Demonstrated ability to work both independently and as a team, manage projects, maintain attention to detail and meet deadlines;
- Proficiency with Instagram, Facebook, Twitter and LinkedIn and in Adobe Photoshop and Premier Pro;
- Proficiency in Microsoft Office and software, especially Power Point and Excel
- Candidate must be highly organised, creative, and with exceptional attention to detail
- Ability to handle fast-paced, multi-tasking environment under minimal supervision
- Ability to work well within a small team
- Goal-oriented, self-motivated, highly flexible and adaptable to change

*To apply, please email your CV and cover letter to [hadmin@africanparks.org](mailto:hadmin@africanparks.org).*