

Vacancy: Digital Communications Officer

The Tourism Business Council of South Africa, the umbrella organization that represents the voice of business in the travel and tourism sector is looking for a self-motivated and hardworking individual to develop content and manage the organization's digital and social media platforms within the PR and Communications Department. The successful candidate will work with and report to the Corporate Communications Manager.

The candidate will be expected to do the following:

- Manage the design and technical maintenance of all TBCSA websites (back-end and front-end) including troubleshooting; ensuring the usage of appropriate technologies and identifying new features that can optimise the TBCSA website experience
- Implement the organisation's social media strategy, which will include the generation of relevant content and the maintenance of the organisation's social media profiles which amongst others include presence on platforms such as Twitter, Facebook, LinkedIn and TBCSA's online communities (Blogs, Forum wikis, FAQ's)
- Draft content/disseminate all e-mail communications on mass email software
- Draft content, and facilitate the design of all TBCSA publications and promotional material.
- Fielding of media enquiries, escalate the matter and/or set up media interviews where required
- Drafting of project- specific press releases
- Ensure accurate maintenance and upkeep of all the organisation's databases and mailing lists
- Contribute to the development of a structured annual business and activity plans, quarterly Board reports.

The successful candidate should possess the following skills and experience:

- Proficiency in the English language and good writing skills
- Proven ability to function the back-end and front-end management platform of WordPress (WP) based websites
- Proven ability to create, disseminate and automate e-mail campaigns on mass e-mail software, i.e. *Mail Chimp / Campaign Monitor*
- Knowledge in organic (via WP plug-ins) and promotion-based (spend) *Search Engine Optimization* (SEO)
- Ability to promote content through various online platforms, i.e. *Google Adwords, Twitter, Facebook, Linked-In* (Pay-per-click [PPC] marketing)
- Ability to seamlessly create and post content for various social media platforms and specific audiences

A self-starter, team player who is able to work under pressure. Proficiency in Microsoft PowerPoint, Microsoft Word and Excel is essential. A minimum of five years' work experience in Public Relations, Marketing and Digital communications areas will be advantageous.

The TBCSA is an equal employment opportunity employer.

Documents to be submitted via email to: finance@tbcса.org.za