



Vacancy : Digital Marketing & Content Creator (1 year Contract)

Are you eager to drive significant change in the educational and holistic well-being of children from under-resourced communities in South Africa?

We prepare our graduates to achieve upward economic mobility , demonstrate good citizenship and become empowered to identify and realise their goals, dreams, and human potential by providing full scholarships at no cost to students from underprivileged communities. Our commitment extends over a 19-year period, encompassing a comprehensive, high-quality educational experience that adheres to national standards.

Christel House has established a global network of fourteen schools providing education from Grade RR to 12. Among these, our Cape Town centre, launched in 2002, stands as the first of potentially more Christel Houses to be established in Africa. This pioneer institution currently impacts twenty local communities by providing an all-encompassing 19-year educational journey. Our focus is on nurturing strong ethical values and providing a plethora of supportive services, which include professional health care, balanced meals, psychosocial counseling, and family assistance.

About the position: The Digital Marketing & Content Creator incumbent will be a hands-on content creator who manages Christel House South Africa's day-to-day social media presence and produces high-quality digital and marketing content. The contractor will identify and develop stories, write and publish platform-appropriate copy, capture and edit photographs and short-form video, build email communications, update website content and design straightforward collateral.
Working with a reasonable degree of independence within agreed plans, brand standards and approval processes, the role supports CHSA's marketing, fundraising, school and stakeholder-engagement priorities.

KEY RESPONSIBILITIES:

REQUIREMENTS & SKILLS

- Diploma or degree in Digital Marketing, Marketing, Communications, Multimedia, Journalism, Graphic Design or a related field.
- 3–5 years' relevant experience in digital marketing, social media or content production.
- A portfolio demonstrating strong copywriting, social media, photography, short-form video and graphic design skills.
- Experience managing content from planning and production through to approval, publication and reporting.
- Strong working knowledge of social media, email marketing platforms, website CMS and basic analytics.
- Proficiency in Canva and/or Adobe Creative Suite and competent photography/video skills.
- Excellent written English, storytelling, editing and proofreading abilities.
- Strong organisational, planning and time-management skills, with the ability to manage multiple deadlines.
- Ability to work independently while collaborating effectively with staff, learners, donors, partners and suppliers.
- Sound understanding of safeguarding, consent, privacy and POPIA requirements.
- Experience in education, nonprofit, fundraising or social-impact environments will be advantageous.
- A valid driver's license and willingness to travel locally will be advantageous.

DUTIES AND RESPONSIBILITIES

- Manage the social media content calendar and plan content around school activities, campaigns, fundraising initiatives and organisational priorities.
- Identify compelling stories and content opportunities and engage with staff, learners, alumni and stakeholders to gather information and conduct interviews.
- Write engaging, platform-appropriate social media copy and create supporting graphics, photography and short-form video.
- Coordinate content approvals and schedule and publish approved content across CHSA's social media platforms.
- Monitor social media comments, messages and queries and respond or escalate them appropriately.
- Capture photography and video content for school activities, programmes, campaigns, events and stakeholder engagements.
- Plan basic shot lists and interviews and produce portraits, testimonials, interviews, candid photography and supporting footage.
- Edit photographs and short-form videos, including basic colour correction, subtitles, text overlays and branding.
- Maintain an organised digital asset library, including photography, video, artwork and relevant consent and usage records.
- Create, upload and update website stories, pages, images and other digital content while ensuring information remains accurate and current.
- Apply basic SEO principles to website content and monitor website performance, usability and content issues.
- Develop and support monthly email campaigns and newsletters, including mailing lists, audience segments and performance monitoring.
- Design and update marketing collateral such as social media graphics, posters, invitations, presentations, event materials and flyers in line with brand guidelines.
- Support marketing and communications for school, fundraising and stakeholder events, including invitations, branding, event content, photography and post-event communications.
- Support PR activities by maintaining media coverage records, assisting with media visits and preparing monthly media monitoring and press-clipping reports.
- Provide marketing administration and supplier coordination support, including quotations, production timelines, purchase requisitions, documentation and project files.
- Collect and report monthly performance data across social media, website, email and PR, and update the marketing dashboard.
- Support Christel House International with approved stories, photographs, statistics and other marketing content in line with global brand and consent requirements.
- Provide content, photography, marketing materials and general digital support for donor visits, fundraising activities and communications.

Application Process: Closing Date for Applications is 30th October 2026 Please send your CV, a cover letter and evidence of your credentials to The HOD Marketing and Fundraising at recruit@sa.christelhouse.org. **Ensure the subject line reads "Digital Marketing & Content Creator ".**

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