



Social Policy Initiative

87, De Korte Street, South Point Corner,
Office 401, Braamfontein, Johannesburg
+27 (0)11 833 0161
isobel@spi.net.za | www.spi.net.za

JOB DESCRIPTION

Position: Social Media Intern
Reports to: Head of Communications (First line of reporting)
Executive Director (ED – Second line of reporting)
Location: Braamfontein, Johannesburg in South Africa
Terms of work: 6 months fixed term contract
Start date: 01 February 2024
Deadline: 25 January 2024

About Social Policy Initiative (SPI): SPI is a feminist research think- and do- tank. Our vision is a prosperous and fair society, embracing just mitigation and adaptation, where people live active and productive lives, have access to land and assets and a sufficient and dignified lives.

Position Summary: Social Policy Initiative (SPI) is seeking a passionate and skilled Social Media intern to play a key role in amplifying research, advocacy and campaigning efforts. The individual will play a central role in building awareness of and support SPI in its endeavours of contribution towards civic society vibrancy through high level editorial content (articles, features, news stories, blogs) and other relevant outreach activities as required through the social media platforms.

Key Responsibilities:

- Editorial content through utilisation of social media platforms, monitoring peer content, posting and curating content on social media platforms and monitoring feedback and analytics on use and popularity of contents.

The key responsibilities, will include but not be limited to:

- Develop and implement a social media plan that will be aligned with the SPI communication plan as reflected above, with key 'unique selling points' to audience-specific, tailored content.
- Develop targeted social media campaigns for SPI products, events, and milestone days.
- Package and promote SPI research and advocacy activities in a strategic and timely manner through the social media platforms.
- Develop and manage innovative and focused cutting-edge social media content to grow SPI social community on Facebook, Twitter, LinkedIn, TikTok and other relevant existing and emerging platforms.
- Keep up-to-date with new trends, developments and opportunities in the digital space and recommend they can be exploited assert the presence of SPI in the civic space.
- Build relationships with social media editors at leading news and media organizations, helping to secure external placement of SPI's content and enhance coverage of its work; and
- Flexibility and adaptability to perform any other duties as and when requested by the Executive Director and the Head of Communications.



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Requirements:

- Relevant tertiary qualification – a Bachelors’ degree in communication, journalism and/or any other discipline in media and communication.
- Minimum of one years’ relevant work experience in media relations and aspects of communication.
- Experience in socio-economic rights related work in South Africa will be an added advantage.
- Excellent organizational skills and exceptional attention to detail.
- Proficiency with Microsoft Office Suite applications and, or related software.
- Excellent communication skills, (verbal and writing) and evidence of dealing with diverse stakeholders.
- Good Interpersonal skills.
- Fluency in both written and spoken English language is necessary. Fluency in at least one other South African vernacular language is an advantage; and
- A commitment to social justice and applied intersectional critical theory is necessary.

How to apply: To apply, submit a resume or portfolio and cover letter and two contactable references to design@spi.net.za by Thursday, 25th of January 2024

SPI pays an internship payment of R7,875 cost-to-company per month, payable in arrears upon acceptance of a detailed time sheet.

Interns are required to work in the SPI office in Johannesburg, from 9 am to 5 pm (4 pm on Fridays).