

VACANCY

SOCIAL MEDIA OFFICER

BirdLife South Africa seeks a Social Media Officer to develop, implement and manage its social media strategy across key platforms, strengthening brand visibility, audience engagement and organisational communications.

BirdLife South Africa is a leading conservation NGO and the local partner of BirdLife International, a global partnership active in more than 124 countries and territories.

PRIMARY RESPONSIBILITIES

The Social Media Officer's primary responsibilities will include:

- Plan, create, schedule and publish social media content, including posts, graphics and videos aligned with brand and communications goals.
- Manage daily platform activity, community engagement, organic and paid campaigns, and content optimisation.
- Monitor analytics and provide regular performance reports, insights and recommendations to the Communications Manager.

INHERENT REQUIREMENTS

The inherent requirements for the position are:

- Bachelor's degree or equivalent in Communications, Marketing, Public Relations, Journalism, Digital Media or a related field.
- About two years' social media management experience, preferably in a corporate, non-profit or agency environment.
- Interest in birds, conservation and the natural environment.
- Experience with Instagram, X/Twitter, LinkedIn, Facebook and YouTube; content creation; community management; and paid campaigns.
- Strong graphic design and video editing skills, especially Canva/CapCut.
- Strong organisational and interpersonal skills; South African citizenship or permanent residence; fluency in written and spoken English.

Please note that the relevant skills and competencies will be assessed as part of the recruitment and selection process.

RECOMMENDATIONS

- Excellent English communication skills; additional South African languages advantageous.
- Creative, analytical and digitally literate, with strong project management ability.
- Understanding of brand voice, crisis communication and WordPress website management.

The successful candidate will report to the Communications Manager and will preferably be based at BirdLife South Africa's office in Dunkeld West, Johannesburg.

The role requires flexible hours, including occasional evenings and weekends, and may involve extensive travel.

REMUNERATION

Salary: Commensurate with the position and responsibilities; salary information is available upon request.

For remuneration queries, contact Dr Isabel Human at isabel.human@birdlife.org.za.

Fringe benefits: Comprehensive group life insurance.

APPLICATION PROCEDURE

1. CV with two contactable referees.
2. Copies of qualifications and identity document.
3. Portfolio of previous social media work.
4. Cover letter motivating the application.

Please note:

- Applications will be treated confidentially; communication will be limited to shortlisted candidates.
- If you are not contacted within two weeks of the closing date, please consider your application unsuccessful.
- BirdLife South Africa reserves the right not to appoint and applies the Employment Equity Act and POPIA.

Assumption of duties: As soon as possible after acceptance of the offer. **Closing date: 31 July 2026.**

INTERVIEW

Interview: Shortlisted applicants will be interviewed at the Johannesburg Head Office or via Zoom and may complete a relevant task.

Successful applicants may be required to complete a task relevant to the desired skills and competencies as an additional selection measure.

To apply: E-mail your CV and motivation to Dr Isabel Human at isabel.human@birdlife.org.za with the subject line **SOCIAL MEDIA OFFICER APPLICATION**

For more information: Contact Kurt Martin at kurt.martin@birdlife.org.za.