



Head of Communications

Cape Town/Johannesburg/Pretoria

We are looking for someone to lead our small but impactful and high-performing communications team. This position requires a skilled communicator with at least five years' experience in the fields of journalism, public relations, communications or any related field. We want someone who can cut through the noise with compelling narratives in various media formats. We are looking for a critical thinker, a masterful storyteller, a strategist who can conceptualise and oversee the implementation of a communications strategy for an organisation in the systems change ecosystem, someone with attention to detail, clarity of thought, vision and excellent time management skills.

If you tick ALL the boxes below, we would love to hear from you

- You are curious about the intersection of children, women and the economy.
- You get fascinated by leveraging existing and creating new social networks to drive change.
- You have a working understanding of *social sciences/economics*, focusing on *child rights, childcare* and/or *women's economic participation* and *systems change*.
- You get excited by ideas, are open to learning, and assert your views within a team.
- You have the skills to translate large research and data sets into creative messages.

Background

Ilifa Labantwana (Ilifa) is committed to quality early childhood development for all children, which supports caregivers, creates sustainable livelihoods for women, and builds an equitable and prosperous South Africa for all. We work towards a South Africa where everyone recognises their contribution to children reaching their full potential. We use our deep understanding of government and technical expertise alongside evidence, collaboration, and advocacy to strengthen the early childhood development ecosystem.

Purpose

Ensure that Ilifa's narratives are effectively communicated so that our identity, mission, and purpose are well understood and thereby improve our public positioning. The role will increase Ilifa's impact on the early childhood development (ECD) sector by enhancing awareness and understanding of Ilifa's role and impact in the ECD ecosystem as a thought leader. You will also ensure that Ilifa's communications strategy, content development, media relations, social media, and advocacy support functions are designed and successfully implemented. This role will report to the Director of Partnerships and Impact.

Key Responsibilities:

- **Strategy Development and Implementation:** Develop and implement the communication strategy and plan.
- **Content Development:** Conceive and produce impactful content to profile the work of Ilifa Labantwana. Ideate bespoke products that articulate Ilifa's role in the ECD ecosystem.
- **Media and Public Relations:** Build relations with key media outlets and increase Ilifa's media presence to raise awareness of its work and strengthen its brand identity as a thought leader. Monitor and analyse media content to launch timeous interventions and measure the impact of

its media initiatives.

- **Event Management:** Identify key events that Ilifa should be involved in and lead the development of Ilifa's own events.
- **Internal Communications:** Develop and implement an internal communications policy and support the preparation of Board packs, funder proposals, donor reports and the Annual Report.
- **Maintain high quality:** Standardise and oversee all external communications to ensure they meet the organisation's standards.

REQUIREMENTS

Qualifications & experience

- A degree in communications, journalism or any related field.
- At least five years' experience in a mid-senior role, driving change through communications, preferably in mid-senior management roles.
- Strong relations with a variety of media outlets throughout South Africa.
- A history of delivering successful social impact campaigns.
- Experience in developing strategies and managing behavioural change campaigns from a communications perspective.
- Ability to leverage existing and create new social networks to drive change.
- Demonstrable ability to translate large research and data sets into creative messages.

Competencies and personal qualities

- Demonstrable content development experience.
- Excellent writing, editing and presentation skills.
- Innovative and adaptable.
- Able to work independently and prioritise workload.
- Must be able to work under pressure.
- Ability to multi-task and meet deadlines with minimal supervision and guidance.
- Collaborative and engaging manner of working with colleagues and partners.
- Approaches work with humility, integrity and tenacity, demonstrating an awareness of South Africa's complex history.

What it means to work for Ilifa Labantwana:

- **Humility:** Ilifa recognizes that we cannot achieve our vision alone and that we do not have all the answers. We ask for help, and we value and learn from the contributions, thoughts, and experiences of others.
- **Agility:** Ilifa is solution-orientated and opportunistic. We are willing to try new approaches and adapt to changing contexts.
- **Integrity:** Ilifa people act honestly and take responsibility for their actions. We stand by our principles and hold ourselves and our work to a high standard.
- **Tenacity:** Our goal is difficult and long-term but worthwhile. We work towards it with persistence, determination, and grit – even in the face of adversity.
- **Equity/Inclusivity:** We support the distribution of resources towards building an equal South Africa, emphasizing the needs of marginalised women and children so that they may also thrive. We appreciate that to help build an equitable South Africa, we must be a diverse organisation with diverse leadership and governance.

Ilifa Labantwana strives to be a diverse and equitable organisation. Preference will be given to South African black candidates as defined by the B-BBEE Act.

Closing date: 30 September 2024 | 16.00

Please send your CV and 1-page cover letter to recruitment@ilifalabantwana.co.za, with the subject line: **Application for Head of Communications**. For more information: www.ilifalabantwana.co.za

Please answer the following questions in your cover letter:

1. Why you?
2. Why Ilifa?
3. Why now?

Tip 1: Avoid repeating what's already in your CV.

Tip 2: Consider where you are in your career and where you want to go.

Please accept your application as unsuccessful if you have not heard from us by 31 October 2024.