

# COMMUNICATIONS OFFICER

The Orange River – Karoo Conservation Area (ORKCA) is seeking to employ a suitably qualified and experienced Communications Officer.

## SPECS

**Position:** Communications Officer

**Duration:** 1 year

**Start date:** 1st May 2024 (training) -> 1st June 2024 (official start)

**Hours:** 16- 24 hours/week

**Location:** Hybrid (home office/ORKCA HQ)

## ABOUT ORKCA

ORKCA is a Namibian non-profit management organisation, supporting a Target Conservation Area (CA) comprising an initial 160,000 hectares of stunning wilderness in southern Namibia with a mission to ecologically restore and rewild the wider Orange River Karoo ecosystem. ORKCA's aim is to work in partnerships with landowners in the Target Conservation Area for restoration and conservation, by providing critical habitat for endangered, rare, and unique species. Its vision is a vast connected and rewilded conservation landscape representative of the unique Orange River – Karoo ecosystem with free-roaming wildlife that benefits all stakeholders, with a specific focus on local landowners and neighbouring communities.

## JOB SUMMARY

- **Content Creation/Copywriting:** Generate engaging and original content that aligns with ORKCA's mission and values. This includes creating stories, blogs, writing captions, developing visually appealing posts, and adding to/updating the website.
- **Content Calendar:** create and manage a calendar with key relevant dates (international days, relevant news days for ORKCA, special events etc) and upcoming ready to use content.
- **Managing Photo Library:** develop and oversee the photo and video library- taking initiative to organize photographers for shoots.
- **Field Staff Collaboration:** Proactively collaborate with ORKCA's field staff to gather content, stories, and updates from the conservation areas. Ensure regular communication to stay up-to-date with on-ground initiatives.

- **Social Media Management:** Manage ORKCA's social media platforms (Instagram & LinkedIn) creating, scheduling and publishing posts, responding appropriately to comments and messages within 24 hours, and monitoring online engagement.
- **Community Engagement:** Interact with ORKCA's online community, respond to inquiries, and foster meaningful connections. Encourage dialogue, share knowledge, and promote engagement with our followers.
- **Building social media audience across platforms:** Strategically build audience and link to relevant and suitable organisations and individuals who may be interested in ORKCA's work. Work to create conversations between key stakeholders around the issues ORKCA is working on, sharing content, commenting where appropriate.
- **Virtual Channel Expertise:** Utilizing virtual channels effectively, such as creating engaging videos, live streaming events, and leveraging emerging social media trends.
- **Branding:** Assist with branding internal documents and creating templates for team members.

## KEY SKILLS

- Copywriting
- Digital Marketing
- Media Relations
- Graphic Design

## HOW TO APPLY

- Interested candidates are invited to submit their CV along with a 1-page cover letter explaining their qualifications and interest in the position.
- Please attach a folder or provide links to your portfolio of work to show us examples of your writing and your creative work.
- Please send your application to Emma Grover at [emma@orkca.org](mailto:emma@orkca.org).
- We thank all applicants for their interest, but only those selected for an interview will be contacted.
- Deadline for Application: 15th April 2024.
- Please note that the job description may be subject to change as per the organization's requirements.
- Salary will be dependent on experience.
- Organization Name: ORKCA
- Website: <https://orkca.org/>