



South African Football governing body, SAFA, a member of world Football governing body FIFA, is committed to the creation of a non-racial, non-sexist and non-discriminatory world football arena and subscribes to "fair play". SAFA, an equal opportunities employer who takes pride in its human resources, has an opening for a:

### **Content Creator**

Reports to        Communication and Media Manager

Job Status        Fixed Term (one year)

Job Purpose      The purpose of this position is writing, editing, blogging, and updating content for SAFA on digital platforms, which include Website, X (formerly Twitter), Facebook, Instagram, YouTube and Tik Tok.

Grading Band    Level 9

Remuneration    R303 997 – R349 596 (Annual Total Cost to Company)

Occupational    Skilled Level

Minimum Requirements    Relevant degree including Digital Marketing or Social Media qualification

Experience        1-3 Years

Core Competencies      Excellent report writing, excellent communicator, Organisational understanding, Professionalism, Ability to work in a team.

#### **Key Outputs**

Craft, review, edit and update content for SAFA Website, X (formerly Twitter), Facebook, Instagram, YouTube, Tik Tok and any other digital related platforms.

Develop and maintain a SAFA YouTube channel.

Gather information from our different sources including national teams, press conferences, media engagements, SAFA Regions.

Conduct research and interviews to stay informed about current trends and developments in the field.

Produce a wide range of content types, from blog posts to social media content.

Utilize social media platforms to engage with audience, address inquiries or issues and to

highlight company initiatives.

Engage with the online community.

Manage and update content calendars to ensure timely publication of materials.

Analyse engagement data to understand content performance.

Make sure content is on-brand and consistent in terms of style, quality, and tone of voice.

Respond to comments or questions promptly.

Learn new, innovative ways to convey the brand's message and values and to better reach the target audience.

---

Forward your comprehensive CV for the attention of: Mr Gronie Hluyo  
via e-mail to: [hr@safa.net](mailto:hr@safa.net)  
Closing date: 8 July 2024

All applications will be treated in strict confidence