



**WE DELETE BLOOD CANCER**

**JOB DESCRIPTION**

<b>Job Title</b> Public Relations and Communications Manager	<b>Department</b> Corporate Communications
<b>Responsible to</b> Director of Communications	<b>Direct Reports</b>

**Location**

Century City, Cape Town

**Purpose**

To maintain, enhance and analyse DKMS presence across social media and other digital channels. To recruit potential blood stem cell donors, inform the public of the need for monetary donations and encourage people to volunteer, through the organisation's social media channels.

**Background**

In 2020, a German-based NGO named DKMS and the South African Sunflower Fund joined forces in a partnership that had the potential to change the history of stem cell transplants in South Africa and globally. The following year in March (2021), an amalgamation of the entities was announced, birthing DKMS Africa – and combining two histories of similar organisations to give hope to patients. With a collective 51-year history of saving lives, in seven countries on 5 continents, we at DKMS Africa pride ourselves on being the premier organisation in Africa to recruit donors. Our mission is to create awareness about blood stem cell donation and to maintain a global registry of donors who are representative of the world's diversity and ethnic backgrounds. Our goal is to recruit an ethnically diverse registry of donors committed to helping anyone in need of a life-saving transplant.

DKMS has grown to become the world's largest stem cell donor centre and today operates in Germany, USA, Poland, the UK, Chile, India and South Africa. Over 11 million potential donors have registered across the seven countries and have facilitated more than 100 000 second chances at life.

**Corporate Communications Department**

The department ensures that the DKMS brand is enhanced among the local public, with the goal of raising awareness, influencing public and professional opinion, and motivating people to register as potential blood stem cell donors, as well as supporting the organisation financially. The team also supports the activities of other departments.

The communications team also focuses on informing registered potential donors about DKMS news to motivate and engage them over the long term to be available and prepared when a stem cell donation is needed. In addition, the team also helps support and promote activities of other departments that for example, focus on raising funds to match donor registration costs and deliver community volunteering to help raise awareness.

Digital activity is centred around the DKMS local website where all information regarding blood stem cell donation is consolidated, plus country-specific social media and other online channels. Social media is an important conversion tool for the registration of potential donors online.

The communications team is responsible for the local marketing and communications plans and activities.

At a global level, DKMS also operates a Global Corporate Communications Team. This department coordinates additional global initiatives and provide all entities with standard processes and further guidelines. Close collaboration and exchange between the local and global teams must be given.



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### Key Responsibilities

#### **Project management:**

- Plan and implement effective Communications, PR and Marketing strategies and implementation plans that are aligned with the organisation's overall strategies.
- Ensure that campaigns are within budget.

#### **Stakeholder relations:**

- Coordination of new and existing stakeholders who are relevant to the CC department including, proposal writing, meetings, letters and all other activities needed to foster these relationships.

#### **Media relations:**

- Excellent media and influencer relations and contacts in order to develop and guide media strategies. Manage media enquiries and arrange interviews, source quotes and commentary on behalf of the organization.
- Push media placements and pitch stories; create on-brand marketing communication and correspondence.
- Source and manage speaking opportunities for the organisation.
- Respond to time-sensitive communications deliverables working swiftly to support the management team.
- Support social media and inform the content strategy.
- Create positive coverage for the organisation across national and international media platforms.
- Finding and managing relevant advertising opportunities that are in line with the organisation's objectives.

#### **Content Creation:**

Identify and outline newsworthy release angles according to the client to be compiled in content calendars based on the client's objectives.

#### **Manage partner agencies:**

- Ensure that weekly status meetings are held, and managed with all creative and media agencies. Brief and manage campaigns and projects and ensure deadlines are met.
- Ensure messaging aligns with the organisation's strategies.

#### **Report, track and measure:**

- Analyse campaign results and report back on the success/nuances of campaigns.
- Develop insights and optimise work for best results.
- Monthly reporting of PR and campaign results.

#### **Writing skills:**

- Experience in writing press releases/blogs; proofing and writing copy for social media and other campaign content.
- Engage with DKMS Africa and global staff, and stakeholders to develop storytelling and content.



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- Write clear briefs to external service providers and manage the development of campaign content.

### **Passionate about integrated communications:**

- Work closely with the corporate communications director to develop and drive integrated campaigns across digital, ATL and through PR.

### **Self-motivation:**

- Ability to work independently with minimal supervision.
- Strong time management and organisational skills.

A strategic thinker who's able to apply herself

### **Person Specification**

1. Qualified to degree level (ideally digital marketing related) and at least five years of demonstrable experience in social media management, monitoring, and responses, in a similar role. Experience in the non-profit sector would be advantageous.
2. Propensity to learn new applications quickly and to a high level of competence
3. Excellent written communications skills, with demonstrable experience in writing social media content and reviewing content drafted by others.
4. Sensitivity and empathy in liaising with patients and their families, for example, when, drafting social media posts and answering post questions/private messages.
5. Ability to plan well, work to deadlines, prioritise tasks, cope with pressure at times and work on own initiative.
6. A proactive, flexible, and friendly manner with an ability to build strong, mutually respectful relationships with internal colleagues and external partners, as well as good team-working skills.
7. Keen attention to detail.
8. Good knowledge of the Microsoft Office suite is essential and experience in Photoshop an advantage.
9. Solutions-focused - able to find quick and sensible solutions to problems.
10. Someone with their finger on the pulse in terms of what is happening in terms of trends, events, competitors, influencers, and more.
11. Multicultural, curious, and passionate about South Africans and culture.
12. Willingness to travel on occasion.
13. Able to identify media angles and media opportunities.
14. Creative with the ability to come up with tactical and strategic ideas.