



**WE DELETE BLOOD CANCER**

**JOB DESCRIPTION**

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| <b>Job Title</b><br>Social Media Manager                              | <b>Department</b><br>Corporate Communications |
| <b>Responsible to</b><br>HOD: Community Engagement and Communications | <b>Direct Reports</b><br>None                 |

**Location**

Century City, Cape Town – hybrid, office-based position, with occasional international travel.

**ABOUT DKMS**

DKMS is an international non-profit organization dedicated to the fight against blood cancer. Founded in Germany in 1991 by Peter Harf, DKMS and the organizations over 1200 employees have since relentlessly pursued the aim of giving as many patients as possible a second chance at life. With over 12 million registered donors, DKMS has succeeded in doing this more than 100,000 times to date by providing blood stem cell donations to those in need. This accomplishment has led to DKMS becoming the global leader in the facilitation of unrelated blood stem cell transplants. The organization has offices in Germany, the US, Poland, the UK, Chile, and South Africa.

DKMS Africa is a non-profit organization that recruits blood stem cell donors for blood cancer patients. We give hope of a second chance at life to all patients in South Africa and the continent. As part of the international DKMS Group both doctors and patients benefit from extensive global knowledge, through our network of leaders in stem cell donation.

**ABOUT THE CORPORATE COMMUNICATIONS DEPARTMENT**

The Corporate Communications Department ensures that the DKMS brand is enhanced amongst the public in the ZA, with the goal of raising awareness and motivating people to register as potential blood stem cell donors. The department holds organisational responsibility for KPIs on online donor registrations.

The department also supports and promotes activities of other departments that, for example, focus on raising funds to match donor registration costs and deliver community volunteering to help raise awareness. In addition, the department 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 blood stem cell donation is needed.

Digital activity is centred on the DKMS Africa website where all information regarding blood stem cell donation is consolidated, plus social media and other online channels.

The Corporate Communications team is responsible for the ZA marketing & communications strategy and related activities. At a global level, DKMS also runs international marketing projects and initiatives which require local support from each DKMS country. These projects are commonly based or start in DKMS Germany, which will then coordinate the activities before rolling them out across all countries.

**JOB PURPOSE**

The role is responsible for developing, optimising, and maintaining the DKMS ZA website and social media platforms, in line with the global DKMS standards. It is responsible for tracking data analytics for improved user experience and enhanced online donor recruitment and fundraising.



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#### **KEY INTERNAL AND EXTERNAL RELATIONS**

- Senior staff within the Corporate Communications Team.
- The wider Marketing and Communications Team.
- Website/ Social Media counterparts in the other DKMS organisations overseas.
- Donor recruitment, medical, fundraising, HR, finance, and admin/data teams.
- Blood stem cell donors, patients, volunteers, and fundraisers
- Counterparts in other organisations

#### **KEY RESPONSIBILITIES**

To develop and deliver assigned organic and paid social media activities for different target groups relating to the marketing and communications annual plan (and as relevant, global/international activity) and working closely with the Community Manager and Content Developer.

- Source, generate and publish social media content in line with the DKMS tone of voice, key messages and the overall marketing and communications action plan
- Undertake basic image and video editing for the local DKMS social media channels.
- Categorize, analyze and monitor the performance of posts on the DKMS social channels on a daily basis
- To Develop and oversee an annual social media strategy for all DKMS Africa social media channels
- Plan, schedule, optimize and report paid advertising activities on different social media channels for different target groups and objectives.
- Lead the planning and implementation of social media engagement initiatives
- Lead social media listening and management tools to deliver, measure and monitor activity.
- Partner with external agencies to further develop brand awareness, e.g. influencer marketing
- Monitor the local DKMS social media channels on a day-to-day basis, and respond to comments and inquiries, escalating as appropriate to the Head of Communications.
- Grow the DKMS online community and nurture influencer support through social media.
- *Keep up to date with innovative social media developments and trends.*
- Participate in a rotation of out-of-hours social media monitoring.
- Liaise with global counterpart and maintain a close working relationship.

#### **EXPERIENCE, EDUCATION AND KNOWLEDGE**

- Qualified to degree level (ideally digital marketing/social media related) and at least three years of experience in digital communications and marketing, in a similar role, ideally within the charity sector.
- Highly experienced in content creation, social media strategy, and paid advertising campaign experience.
- Highly skilled in the use of social media for professional use, e.g. X, Facebook, Instagram, YouTube, LinkedIn, TikTok, Threads and social media management tools as well as Ad manager.
- Working knowledge of performance marketing and a very good understanding of campaign setup, measurements and KPIs in social media.
- Excellent written communications skills, with demonstrable experience of writing social media content and reviewing content drafted by others.
- Excellent knowledge of the Microsoft Office suite essential
- Experience in working with creative tools like Canva, Capcut or Adobe Photoshop.
- Videography and photography skills preferred.



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#### **SKILLS AND ABILITIES**

- Ability to plan well, meet deadlines, prioritize tasks, cope with pressure at times and work on own initiative.
- A proactive, flexible, team-oriented and friendly manner with an ability to build strong, mutually respectful relationships with internal colleagues and external partners.
- Ability to think strategically and creatively regarding the long-term development of DKMS' social media channels
- High analytical skills and highly numerate with good data analysis/ insight skills and experience preparing reports to build understanding of social media followers and their behaviour
- Sensitivity and empathy in liaising with patients and their families, donors, and financial supporters through social media channels.
- Keen attention to detail.
- Propensity to learn new applications quickly with a high level of competence.
- Willingness to travel internationally on occasion.

#### **CORE COMPETENCIES**

1. Conceptual thinking ability
2. Innovation and Creativity
3. Cross-departmental working and stakeholder relationship management skills.
4. Planning and organising - Able to juggle hands-on delivery, while reviewing the work of others.
5. Excellent communication (verbal and written) and interpersonal skills both verbal and written.
6. Agility - A proactive, flexible, and friendly manner.
7. Commitment to the DKMS mission.
8. Excellence/ Quality Orientation