

Position: Digital copywriter

Are you driven by a desire to use your words for the greater good? Do you enjoy creating content across various platforms that's creative, relevant and inspires positive change? Heartlines, the Centre for Values Promotion, is recruiting for an experienced copywriter who is adept at creating content across digital platforms.

What does the position entail?

The digital copywriter will be responsible for writing and creating engaging, inspiring, multi-form content for our various Heartlines Programmes, social media and communications platforms, and updating our website. You will be part of our dynamic Communications Team and create content that services both our internal and external stakeholders.

Skills

As a digital copywriter, you'll need:

- Excellent writing and basic copy-editing skills
- The ability to write long-form content for Heartlines and our various Programmes – such as blogs, values-based articles, reports and newsletters
- The ability to write short-form content, e.g. social media content calendars, flyers, tip sheets and SMS messaging
- The heart of a team-player and the ability to partner effectively with colleagues, stakeholders and creative teams
- Working knowledge of website content management systems (CMS) and the ability to upload content to the Heartlines website(s)
- Creating content for and managing selected social media platforms, and willingness to take ownership of platforms
- Design and basic editing skills using Canva
- Occasional photography and basic videography outcomes as needed
- Willingness to attend Heartlines events, conduct interviews, take photos/videos and write articles from those events. Occasional travel is required within South Africa
- Monitor and actively grow engagement with digital audiences (including regular reporting, analytics and insights)
- Creativity, a willingness to learn, to ask questions and listen for feedback, and the ability to come up with fresh and interesting ideas for content
- A versatile writing style that can be adapted to various sectors and audiences in South Africa
- The ability to not lose your cool while managing multiple assignments at once
- Openness to feedback and a collaborative mindset to work with creative and Programme teams, and review the impact of our collective work
- A minimum of 10 years of similar work experience.

Values

As a brand ambassador of Heartlines, you'll need to:

- Actively pursue, or strongly resonate with our organisational values ([find them here](#))
- Be comfortable engaging with people from various sectors of society – especially in the faith sector
- Understand the value in getting to know the stories of your colleagues – and being open to sharing yours with them
- Have a commitment to positive social change
- Be able and willing to take initiative and work independently
- Be passionate about helping people live their better selves – for the greater good.

If this sounds like you, do the following:

1. Pen a 250 to 300-word blog post that addresses “The value South Africa needs most now – and why”.
2. Describe yourself to us in a short tweet or insta bio.
3. Send the two things above, plus a short CV to recruitments@heartlines.org.za by 5pm on Monday, 12 August 2024. Mark your subject: “Application: Digital copywriter”

Only shortlisted candidates will be contacted for an interview. The position is based in Johannesburg and is a permanent, market-related position.