



Dignity, Equality and Freedom

Iranti is a human rights NGO that advocates for the rights and protections of Lesbian, Trans and Intersex (LTI) persons. Iranti's advocacy strategy includes the tactical use of media, research and public awareness to build and advance the human rights of LTI persons.

Iranti seeks to fill the following vacancy:

## **Media and Communications Specialist**

The Media and Communications Specialist will lead Iranti's media team in conceptualisation, development, execution and impact-evaluation of multi-media productions across all Iranti media platforms.

The key responsibilities for this role are:

- Conceptualising, developing and coordinating Iranti annual marketing, media and communication plans in support of the key organisational goals and advocacy objectives.
- Managing the production and delivery of all print and electronic material, i.e. multi-media research, documentation, writing and production, including community interviews, photographic and video recordings, newsletters, brochures, social media (Youtube, Facebook, Twitter, etc.) and the website across all media platforms and channels to engage target audiences and lead to measurable action.
- Creating communications systems to create momentum and awareness as well as evaluate and test the effectiveness of all marketing, media and communication activities.
- Managing a regional media and documentation network and tracking and measuring the level of engagement within the network (service providers, journalists and stakeholders).
- Ensuring the availability of all technology required for efficient multi-media production.
- Developing and managing the multi-media archive and overseeing the digital security of Iranti's data, information and multi-media holdings.
- Designing campaign strategies that focus on messaging for shifting hearts and minds.
- Developing a reporting system to enable adequate reports to Board, Funders and Partners on the impact, and engagement of Iranti through media, marketing and communications.
- Providing high-quality line-management support, guidance and mentoring to the marketing, media and communications team and all other Iranti team members.

The ideal **Media and Communications Specialist** will be a graduate in media or communications with 4-6 years' experience working in a communications role within the human rights sector. The ideal candidate must understand the links between research, advocacy and community building, campaigning and media work, and have a proven track record of delivering effective media and communications strategies for advocacy purposes.

We are looking for an individual with outstanding writing, editing and verbal communication skills, including the ability to turn complex research findings into accessible media. Ideally the individual will have excellent stakeholder management skills with a good understanding of the LGBTI sector and issues relating to LTI persons.

The individual that will be appointed must have experience in managing people and an ability to work effectively in a diverse team environment; have advanced organisational skills and attention to detail with high energy, maturity, and leadership; have the ability to serve as a unifying force and to position media and communications discussions at both the strategic and tactical levels.

**To apply, submit a CV, contact details of two referees and motivation letter to: [anthea@iranti.org.za](mailto:anthea@iranti.org.za) with the Subject: **Application for Position: Media and Communications Specialist****

**Closing date: 19/07/2019**

Only successful short listed applications will be contacted.  
Iranti reserves the right not to make an appointment.