



WE'RE LOOKING FOR A COMMUNICATIONS STRATEGIST!

Embrace is an emerging national movement with an ambitious goal – to ensure every mother is supported from the start. This is achieved through inspiration, mobilisation and building meaningful connections for mothers. Whilst the movement is big, our team is small and plays a vital role in keeping the movement members passionate and purposeful, and keeping the goal in sight. Currently incubated within the DG Murray Trust, Embrace seeks to hire a Communications Strategist to work as part of this small team.

OUR IDEAL COMMUNICATIONS STRATEGIST:



- You're passionate about supporting mothers and advocating for just and compassionate motherhood experiences for all in South Africa.
- You are curious and willing to listen to the voices of mothers across the country.
- You're a strategic thinker and understand the power of a good communications strategy.
- You communicate clearly and with passion.
- You are a compulsive writer.
- You believe that stories are powerful and you know how to seek and encourage story-sharing.
- You can harness the power of social media. You're able to create captivating social media calendars and work Facebook algorithms to your advantage.
- You believe inspiration is vital.
- You're able to confidently engage with the media.
- You know when to be the spokesperson and when to elevate the voices of others.
- You're willing to be disruptive and controversial to make a point and get the right attention.
- You acknowledge the need for a collective social identity for motherhood and you're able to use communication as a strategic tool to galvanize the members of the movement.

Core skills and background:

- We're looking for a university graduate with experience in communications management
- Strong written and spoken communication skills (proficiency in more than one language is advantageous)
- Strategic thinking and ability to implement

To apply please submit a motivation letter and CV (including the details of 3 referees) to cv@embrace.org.za by **Wednesday 16 May 2018**.

Please add the job title in the subject line of your email.