



Juta Law Social Media Coordinator
Reporting to: Law Marketing Manager
Location: Claremont

The Social Media Coordinator will be responsible for coordinating and managing the Social Media strategy for the Juta Law Division. Reporting to the Law Marketing Manager, the Social Media Coordinator is responsible for the implementation of the Social Media function in the department, incorporating SM product marketing, public relations and brand building.

Responsibilities:

- Social Media channel management – including Social Media metrics and analytics, Social Media campaign management
- Law and Academic Newsletter compilation
- Law website newsletters typesetting and distribution
- The Ismail Mahomed Law Reform Essay competition

Competencies:

- Marketing degree or diploma with focus on Social Media or a Legal degree and experience in Social Media marketing
- 3 – 5 years Social Media/Marketing experience
- Microsoft Office suite – advanced skills
- Exceptional writing skills
- Proficiency across a variety of channels/platforms including Hootsuite, Facebook, LinkedIn, Twitter, Instagram, blogging etc.
- Website content management experience – advantageous

Attributes:

- Excellent planning and organising/work management
- Excellent communication skills, verbal and written
- High level of initiative and follow up
- Exceptional customer service orientation
- The ability to communicate with a wide variety of people
- Good team work/collaboration ability especially with internal colleagues
- Ability to work under pressure and to tight deadlines
- Ability to multitask
- Willingness and flexibility to work outside of office hours as the job function dictates

We offer a competitive and market related remuneration package, commensurate with experience. To apply, please email your letter of application and two-page CV to wstaples@juta.co.za by 29 May 2015. This appointment will be made in line with Juta's employment equity plan. Should you not receive a response by 19 June 2015, please consider your application to be unsuccessful.