



GLOBAL INCLUSION FOUNDATION

Johannesburg, South Africa

hr@wearegif.org ✉
www.wearegif.org 🌐

JOB PROFILE: Social Media Specialist

Role Title: Social Media Specialist

Reports To: Communications Specialist / Executive Director

Type: Volunteer

Time Commitment: 3–5 hours per week

Role Purpose

To grow GIF's online presence through strategic content creation and platform management that promotes the organisation's mission and increases community engagement.

Key Responsibilities

- Manage all GIF social media platforms.
- Create weekly posts, stories, reels, and content calendars.
- Track and analyse engagement metrics, providing monthly reports.
- Work with Communications and Design teams to support campaigns.
- Monitor and respond to comments, messages and audience interactions.
- Support the creation and execution of social media campaigns.
- Ensure social media content aligns with website and digital updates.
- Maintain consistent brand voice and uphold the organisation's online reputation.
- Collaborate with internal teams to source and produce content.
- Assist with boosting posts and managing basic paid social campaigns.

Competencies

- Creativity and strong social media literacy
- Content planning and community engagement skills
- Ability to follow brand guidelines
- Understanding of awareness campaigns and visual storytelling

Minimum Requirements

Education

- Relevant qualification, Marketing, Digital Marketing, Media Studies, or a related field.
- Experience with Facebook / Instagram / LinkedIn
- Basic Canva or design skills
- Optional) Basic video editing or motion graphics skills (After Effects, Premiere Pro) is a plus.
- Ability to work independently and meet deadlines



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Experience

- Experience creating social media content (personal brand, NGO, school, freelance, or business pages all qualify)
- Familiarity with Facebook, Instagram, LinkedIn, TikTok, and basic analytics tools
- Experience creating reels, stories, or post layouts (Canva or similar tools)
- Experience managing content calendars or running online campaigns is an advantage

Skills

- Strong knowledge of social media trends, hashtags, insights, and engagement strategies
- Ability to design content using Canva (minimum requirement)
- Good copywriting skills for captions, calls to action, and storytelling
- Creativity, initiative, and ability to generate fresh content ideas
- Strong time-management skills and ability to meet posting schedules
- Professional communication and ability to collaborate with the Communications & Design teams

How To Apply:

Send your CV and Portfolio (If Applicable) to:
hr@wearegif.org