

Organization: Southern African Faith Communities' Environment Institute (SAFCEI)

Job Title: Social Media Officer

Location: Cape Town, South Africa

About the Role:

Are you an energetic self-starter and a passionate Youth Environmentalist?

SAFCEI is seeking to appoint a dedicated individual to create social media content in order to increase awareness and engagement in our campaigns, engage new and diverse audiences, and strengthen our brand. Your role would be supporting campaigns through creative social media content along our online platforms.

We are looking for someone who loves social media and is dynamic in their approach! Do you have the skills to amplify the issues facing communities by running impactful campaigns across traditional, web, and social media platforms.

Key Responsibilities & Core Competencies:

- Develop content that is engaging, high-quality, and trend-aware, including videos, photos, and copy across platforms e.g. Instagram, Facebook, LinkedIn, and TikTok.
- Monitor social media channels, tag and proactively engage with others who have similar concerns. Engage interested members of the public, respond to comments, messages, and mentions in a timely manner
- Drive community engagement through a strong presence online.
- Manage social media campaigns and deadlines, and quickly adapt and pivot strategies in response to emerging trends.
- Track and analyse performance metrics (engagement, reach, conversions) and report on progress.
- Collaborate with communication and programme teams to align messaging
- Stay up to date with social media trends, tools, and best practices
- Manage content calendars and ensure consistent posting
- Assist with influencer collaborations and partnerships
- Maintain SAFCEI voice and visual consistency across all platforms

Qualifications & Experience:

- A bachelor's degree in marketing, communications, or public relations.
- 1–3 years of experience managing social channels with a strong social media presence and understanding of platform algorithms (Instagram, TikTok, Facebook, LinkedIn; Google analytics etc.)
- Experience using databases, as well as Microsoft Office and G-Suite applications (Excel, Word, Sheets, Docs).

Personal Attributes & Skills:

- Enthusiasm, self starter with agility and a love of campaigning and raising awareness.
- Excellent written and verbal communication skills.
- Ability to multitask and meet deadlines.
- Committed, persistent, hardworking, with a creative mind set and highly detail oriented.
- Intrinsically driven who is a good team player with excellent timekeeping.
- An understanding of eco-justice and ethical governance, coupled with a commitment to a multi-faith approach.

Special Requirements:

- Must be based in Cape Town.
- Must possess a valid driver's license (ideally with a car).
- Fluency in English and at least one other South African language.
- Willingness to travel and work in the field.

If you are ready to join a fast paced and dynamic organisation and bring your social media expertise to make a difference for eco-justice, apply to join SAFCEI today!

How to apply:

Send a short motivation, your CV, and portfolio to tamzyn@safcei.org.za by 30 April 2026.