



## **Vacancy: Knowledge Management and Communications Manager**

The South African Monitoring and Evaluation Association (SAMEA) is looking for a full-time **Knowledge Management and Communications Manager** to support the Board and Secretariat with all aspects of the communication, marketing, and knowledge management activities that will enhance the visibility of SAMEA as an active VOPE and increase member and stakeholder engagement as a professional community.

[SAMEA](#) is a voluntary organisation of professional evaluation that promotes monitoring and evaluation as an important discipline and instrument for equitable and sustainable development in South Africa and beyond.

**The key duties and responsibilities include but are not limited to:**

### **Roles:**

#### **1. External Communication:**

- Establish and maintain the SAMEA external communication strategy:
  - Conduct regular communication audits to assess the effectiveness of the current communication strategy and reach.
  - Present annual communication strategy (including conference and capacity-building events) and budget to the board and secretariat.
  - Manage budget and service providers, such as photographers, videographers, and external design services.
  - Manage all external communication platforms, including social media, website, newsletters, announcements, annual reports, videos, stories, etc.
  - Implement and manage communication tools to support the membership network strategy (e.g., application forms, blogs, collateral, emails).
  - Manage and communicate the various resources available to build the profession, membership offerings, and more broadly the role of M&E as a tool for equitable and sustainable development.
  - Implement and manage communication tools to support the various portfolios.

#### **2. Internal Communications:**

- Establish and maintain effective internal communication procedures and systems, including:
  - Consistent and correct use of internal communication systems.
  - Design and manage effective use of corporate identity and style templates.

- Establish and maintain an internal staff calendar.
- Support the Board and Secretariat to develop, implement and manage all communication strategies, plans and campaigns.
- Create and implement social media strategies and content that support the organisations' objectives (Facebook, X, LinkedIn, website and YouTube).
- Write press releases, articles, collateral, scripts and blogs as well as create vlogs.
- Create (write and design) email campaigns and invitations across all SAMEA communication channels including Mailchimp.
- Upload and update information on the website.
- Design flyers, invitations, presentations and other collateral in Canva or similar design platforms.

### **3. Strategic Support:**

- Advise the board and secretariat on establishing and growing all aspects of the SAMEA brand.
- Conduct regular reviews of the strategy with the board and make recommendations for improvement, implementing communication adjustments.

### **4. Knowledge Management:**

- Support in the further expansion of SAMEA's products, especially in the implementation of strategic knowledge management projects.
- Conception, evaluation, and maintenance of internal and external working and information materials and guidelines.
- Acquisition and maintenance of resources.
- Facilitate the sharing of knowledge, experiences, and best practices among SAMEA members, establishing a platform for collaboration and peer learning.
- Develop and maintain an effective knowledge repository, capturing and organising valuable evaluation reports, case studies, guidelines, and other knowledge products generated by SAMEA's members and the wider evaluation community.
- strengthen SAMEA's advocacy efforts and thought leadership role in the field of evaluation.
- Connect and collaborate with other evaluation associations and professional networks in the region and globally.

### **5. Generic Requirements:**

- Contribute to the development of a professional working environment at SAMEA.
- Uphold and ensure adherence to SAMEA's policies procedures.

- Work flexibly in line with SAMEA’s objectives and be willing to undertake other duties as reasonably requested.
- Work on multiple projects simultaneously, adapting to changing priorities.
- Work confidently and productively on your own initiative, and manage a diverse and demanding workload to set timescales and deadlines.

#### **Specifications:**

- Excellent writing and conceptualising skills, above-average language proficiency, communication excellence; social media and branding knowledge. Networking skills. Effective strategic planning and management skills. Digital skills. Innovation skills. Budget management skills. Time management skills. Knowledge of WordPress, Canva, Mailchimp, Adobe Video, and Photo Editor.
- Agreement with SAMEA’s core values

#### **Educational Qualifications:**

- Postgraduate degree in Communications or Public Relations.

#### **Advantageous:**

- Experience in the Monitoring and Evaluation industry.
- Proficient in another South African language.
- Videography, photography and design skills.

#### **Employment conditions:**

- **Starting date:** March/April 2024
- **Salary:** Market-related, including expenses and travel allowances, to match experience and qualifications.
- **Place of work:** Remotely
- **Travel:** The successful candidate might be required to travel from time to time within South Africa.
- Applicants must be a South African citizen or have a valid South African work permit.
- Preference will be given to Employment Equity candidates.
- This is a two-year contract.

#### **Applications:**

- **Deadline: 23 February 2024 at 13:00.**
- **Details:** Please email your full CV along with a short motivation with the topic: “5 reasons why I should be the SAMEA Knowledge Management and Communication Manager”. The motivation can be sent either as a written piece (max 500 words) or as a video (1 minute).
- **Email:** [info@samea.org.za](mailto:info@samea.org.za)
- **Please note:** only shortlisted applicants will be contacted for interviews. If you do not hear from us within two weeks of the closing date of the application, your application has not been successful.