



## **The Embassy of the Federal Republic of Germany in Pretoria**

has a position open for a

### **Public Relations und Social Media Officer (m/w/d)**

for the German Information Center of Africa (GIC). The position (41 hours per week) should be filled as soon as possible. Employment is governed by South African law and compensation is determined by South African regulations and the Embassy's compensation plan.

#### **Key responsibilities:**

- Develop and implement regional communication campaigns for the GIC in cooperation with the Federal Foreign Office in Berlin, regional partners and communication experts.
- Steering the development and implementation of PR strategies for on- and offline public relations.
- (Co-)Management (and development) of one or more of the GIC's social media channels (currently Facebook and Twitter, potentially also Instagram or LinkedIn in the future) including community management where it applies. Content creation for the channel(s) – always as teamwork.
- Creation of analyses regarding implemented campaigns.
- Monitoring the constantly changing algorithms on the relevant social media platforms and adapting our strategies.
- Cooperation with the Federal Foreign Office in Berlin, German institutions, and international players in different African countries.

#### **Requirements:**

- Applicants must have a B.A. degree in journalism, communications, international relations or a related field and at least 3 years professional experience. Higher degrees would be of an advantage.
- Excellent spoken and written command of the English language.
- German language skills (not compulsory but an advantage).
- Experience in communication and public relations in an international environment.
- General knowledge of the German political, social, scientific and cultural landscape.
- Understanding of institutional and administrative procedures (not compulsory but an advantage).

- Experience in journalism or other writing, editing, and digital skills.
- Advanced professional social media experience is required (especially Twitter, Facebook, Instagram, LinkedIn are of particular interest to us).
- The applicant must be a strong team player and should be able to work well under pressure.
- Work experience in other African countries would be an advantage, but not compulsory.
- Valid residence and work permit for South Africa is mandatory.

Your written application in English should also contain a summary of your professional background as well as previous work experience, qualifications and a photo. All information must be documented with appropriate evidence!

Suitable candidates will be invited to a written selection test and a personal interview - both will take place in February 2023.

Please submit your application to the Embassy of the Federal Republic of Germany no later than January 31, 2023, via email only to [recruitments@pret.auswaertiges-amt.de](mailto:recruitments@pret.auswaertiges-amt.de).

Subject: must include Application for Public Relations Officer. Other subjects will automatically be deleted. Your application may not exceed 3MB.

If you have not received a response by February 24, 2023, please conclude that your application was not successful.