

Welcome to Harambee, where we're all about solving youth unemployment through partnerships. We're not your typical organisation – we're driven by integrity, results, impact, and a passion for South Africa's youth. Our work is fast-paced and exciting, thanks to partnerships with key stakeholders such as The Presidency of South Africa, Business Unity South Africa, Youth Employment Service (YES), and others who share our mission.

If you enjoy a fast pace, are change adept love diving into new tech, and thrive in a collaborative, flexible environment, then you're exactly who we're looking for. Our goal remains nothing short of changing the world! Harambee has the capability and unique opportunity to achieve its founding vision of being a catalyst for significant and enduring positive change in tackling the global challenge of this generation. We invite you to join us, and let's make a real impact together.

HOW TO APPLY

Closing date is **14 November 2024**

Apply by sending your CV to recruitment@harambee.co.za including the position you are applying for in the subject line.

By applying for this vacancy, you give consent for your CV to be reviewed for other roles and shared with the relevant persons at Harambee.

JOB OPPORTUNITY SPECIFICATIONS

POSITION

Product Communications Specialist

REPORTS TO

Product Manager

LOCATION

Johannesburg, Cape Town

ABOUT THE ROLE

The overall purpose of this role is to help stakeholders understand the value our products bring and boost engagement with them through clear, concise and audience specific communication.

JOB DESCRIPTION

Employer-Facing:

- Own the tone and voice with which we communicate to our end users, and ensure consistency across all engagement channels to build trust.
- Develop engaging, easy-to-understand micro-copy for our Partner platform and across other engagement channels such as email, SMS, and WhatsApp.
- Where necessary engage with employer stakeholders to assess understanding and refine copy
- Develop partner communications, including email campaigns and feature updates, that increase awareness and usage.
- Collaborate with the StratComms team to design product marketing materials that communicate the value of our employer-facing features.
- Identify new required communications assets on an as needed basis and collaborate with the team to facilitate the development of these resources.
- Collaborate on the Guru cards (knowledge resource articles) to assist partners in the use of platform features.

Youth-Facing:

- Own the tone and voice with which we communicate to our end users, and ensure consistency across all engagement channels to build trust.
- Develop engaging, easy-to-understand microcopy for our [sayouth.mobi](#) platform and across other engagement channels such as email, SMS, and WhatsApp.
- Create social media content and “how-to” guides that inform and empower young users and promote new and enhanced features and key actions we want young people to take.
- Where necessary engage with youth stakeholders to assess understanding and refine copy.
- Identify new required communications assets on an as needed basis and collaborate with the team to facilitate the development of these resources.
- Collaborate with the StratComms team to design product marketing materials that communicate the value of our youth-facing features.

Internal Communications – Harambee-Facing

- Lead communications around product updates for both youth and employer platforms through various internal channels, ensuring timely and clear messaging.
- Amplify the achievements of the product team within Harambee by creating engaging content for internal channels like Radio Harambee and Mobi Monday.
- Act as the go-to person for communicating product updates, new feature releases, and roadmap highlights to the broader organization including via the intranet and via the Comms Collective for consistency of messaging across Harambee.
- Distribute quarterly roadmap updates and monthly product stakeholder highlights through email and the intranet.
- Ideate and administrate a Technology themed activity at Harambee Homecoming twice a year.
- Ideate, facilitate and produce Technology themed content for a Radio Harambee show – once a quarter.
- Collaborate on case studies that showcase product success stories focused on either partner or youth impact.

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JOB OPPORTUNITY SPECIFICATIONS

MINIMUM REQUIREMENTS

- A degree or diploma in product design, marketing, communications or writing.
- At least 3 years working experience in a product or writing focused communications role.
- An understanding of crafting content for digital consumption.

COMPETENCIES

- **Effective Communication:** Delivers clear and impactful communication tailored to various audiences, utilizing multiple formats and tools.
- **Customer-Centric Approach:** Develops strong customer relationships and provides tailored solutions to meet their needs.
- **Teamwork and Collaboration:** Actively participates as a team member, fostering strong connections with colleagues and stakeholders at Harambee.
- **Accountability:** Takes responsibility for actions, decisions, and deliverables, fostering a culture of accountability.
- **Time Management:** Effectively manages time and resources to ensure efficient completion of work tasks at Harambee.