



Johannesburg Social Housing Company

61 Juta Street
Braamfontein
2094

PO Box 16021
New Doornfontein
2028

Tel 0861 JOSHCO
Tel +27 (0) 11 406 7300
Fax +27 (0) 11 404 3001
Email info@joshco.co.za
www.joshco.co.za

01 April 2024

INTERNAL AND EXTERNAL ADVERT

The Johannesburg Social Housing Company SOC Limited (JOSHCO) mandate is to develop and manage affordable rental housing for the lower market as an integral part of efforts to eradicate the housing backlog of the City of Johannesburg. JOSHCO is a registered Social Housing Institution and is accredited by the Social Housing Regulatory Authority (SHRA).

We invite suitably qualified and experienced persons to apply for the following vacant position.

Position : Social Videographer and Graphic Design
Employment Status : Short Term Contract (12 Months)
Department : Marketing and Communications

Purpose of the Job: To create, produce, and edit engaging video content that drives brand awareness and social media engagement. The Social Media Videographer and Graphic Designer is tasked with translating marketing strategies into compelling visual narratives, ensuring each piece of content is on-brand, optimized for various platforms, and resonates with the target audience efficiently manage JOSHCO's reputation.

Responsibilities (but not limited to the following):

- **Corporate Image management:**
 - Promoting JOSHCO's corporate image in a proper, coordinated & consistent manner.
 - Coming up with innovative ways to manage the JOSHCO brand on social networks.
 - Expanding understanding of the organization's business, performance, and strategy.
 - Sourcing and publishing of content to promote the JOSHCO brand.
- **Content Creation and Videography**
 - Develop, film, and edit original video content for platforms such as Instagram, TikTok, YouTube, Facebook and LinkedIn.
 - Ensure all content is aligned with the brand's visual identity
 - and messaging guidelines.
- **Post-Production & Editing:**
 - Utilize industry-standard software (Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve) for editing.
 - Incorporate motion graphics, animations, and sound design to enhance video quality.

- **Campaign Design and Collaboration:**
 - Work collaboratively with the marketing team to integrate video content into larger digital campaigns.
 - Ensure that designs and concepts are approved prior to publishing.
 - Contribute creative ideas during brainstorming sessions to enhance overall campaign effectiveness.
- **Equipment & Technical Oversight:**
 - Maintain and manage professional videography equipment, ensuring optimal operations.
 - Organize and archive video footage and project files and project files system systematically.
- **Performance Analysis & Reporting:**
 - Monitor key performance indicators (KPIs) including views, engagement rates, and conversion metrics.
 - Adjust content strategies based on performance data and industry trends.

Minimum job Requirements, interested applicants must be in possession of:

- 1-2 year relevant experience in social media content video creation.
- Advanced Diploma or Bachelor Degree in Multimedia Production, which includes Photography, Videography, Animation, Digital Marketing, Filming or related qualification.
- Events Videography and Graphic project management.
- Experience in scheduling and planning.
- Reporting and editing
- Strong research skills, understanding of analytics and reporting.
- Visual intelligence, adaptive skills.
- Social media community management and engagement.
- 1-3 years of hands-on graphic design, drawing and videography, content creation, or digital media production experience
- Demonstrated experience in producing content specifically for social media channels.

Skills and competencies- The ideal applicant must possess the following skills and competencies:

- **Generic skills:** Communication, Relationship Management, Good Organizational and Time management abilities, Excellent verbal and written communication skills, and the ability to work on multiple projects simultaneously while maintaining accuracy.
- **Technical Knowledge and Skills:** Expertise in operating professional cameras, lighting set ups, and audio recording equipment. In Depth understanding of social media platforms, video formats and current digital trends. Ability to conceptualize creative ideas and assess content performance through analytics. Must be able to handle multiple projects from conception to delivery.
- **Attributes:** Emotional intelligence, Assertiveness, Interpersonal Skills, Flexible, Reliable, Innovation.

Application Procedure:

Please take note that only online applications will be considered. Please apply by using the following link below, by either copying the link onto browser or click on the link. Failure to apply using the correct link, will result to any application not considered.



<https://share-eu1.hsforms.com/1Ha6hdvjgQD2YJgQ9TE3Olgew554>

JOSHCO is an equal opportunity and affirmative action employer, and all appointments will be made in accordance with the Company's Employment Equity Plan to promote its representivity (race, gender, and disability). Correspondence will only be limited to shortlisted candidates and applicants who have not been contacted within 6 weeks should consider their applications unsuccessful. JOSHCO reserves the right not to make an appointment.

The Closing date for applications is 09 April 2025 at 16:00 any application received after the closing date will not be considered.