

Person specification

Social Media & Marketing Assistant

Hillcrest Advice Bureau and Bursary Fund



Criteria	Essential	Desirable	Method of Assessment
Qualifications	<ul style="list-style-type: none">• Matric with minimum Maths 3 or Maths Lit 4 or Maths HG E SG D, and 4 in English and at least 2 other subjects	<ul style="list-style-type: none">• Graphics or art qualification• Marketing qualification• Drivers Licence	Application
Skills	<ul style="list-style-type: none">• Graphics• Videography and photography• Networking• Written communication• Report writing• Adherence to budget• Fluency in English	<ul style="list-style-type: none">• Fluency in isiZulu• Canva• Video editing	Application & 1 minute video reel demonstrating suitability for the position
Experience	<ul style="list-style-type: none">• Production of posters/leaflets/social media ad posts	<ul style="list-style-type: none">• Experience within the NPO sector• Experience as a social media assistant• Experience in producing marketing materials	Application & 1 minute video reel demonstrating suitability for the position
Personal attributes	<ul style="list-style-type: none">• Value alignment with those of HABandBF: kindness, empathy, a belief in a hand up not a hand out to break the cycle of poverty• Enthusiasm• Ability to work professionally with volunteers		Interview & References

For more people management tools visit [RotaCloud](https://www.rotacloud.com)

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	<ul style="list-style-type: none">Trustworthiness		
Availability	<ul style="list-style-type: none">Willingness to work flexibly on an ad hoc basis to suit the ad hoc activities of the various Funds within HABandBF	<ul style="list-style-type: none">Attendance at AGM and Board meetings	Interview

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