



The National Library of South Africa wishes to make the following appointment at its Pretoria Campus.

CO-ORDINATOR: READING PROMOTION

(12 Month Contract)

Salary Scale: R 453 195 – R 526 993 Total Cost-to-Company

The objectives of the National Library of South Africa (NLSA) are to contribute to socioeconomic, cultural, educational, scientific, and innovative development by collecting, recording, preserving, and making available the national documentary heritage and promoting an awareness and appreciation thereof, by fostering information literacy, and by facilitating access to the world's information resources. The NLSA employs approximately 200 employees.

We are inviting applications from suitably qualified persons for appointment in the position of Co-ordinator: Reading Promotion on a 12-month contract basis. The successful candidate will be based on the Pretoria Campus and will report to the Manager: Centre for the Book.

The Co-ordinator: Reading Promotion is responsible for developing and implementing a reading promotion strategy towards fostering a reading nation. The successful candidate will work closely with the provincial and the broader Library and Information Services (LIS), educational and literary sectors.

KEY PERFORMANCE AREAS

- Promote, develop, and advance a culture of reading and writing in all official languages.
- Assists in defining and implementing outreach programmes for the library community to increase the use of library services and reach underserved communities.
- Developing and implementing marketing and promotional strategies to encourage reading and literacy among target audiences.
- Developing and managing digital marketing campaigns to promote books and reading initiatives.
- Promotion of the NLSA collections and services at national events
- Conceptualise and implement strategic and NLSA flagship reading promotion initiatives

- Research and conceptualise appropriate promotional materials to support and sustain the culture of reading.
- Co-ordinate/facilitate the establishment and maintenance and sustenance of advocacy functions.
- Prepare, submit, and present reports on activities.

MINIMUM EDUCATIONAL QUALIFICATIONS

- NQF Level 8 qualification in Information Studies or equivalent
- Honours Degree will be an added advantage

EXPERIENCE

- Three years of working experience in the Private or Public sector in a reading promotion related field.
- Three years of experience developing and implementing reading programmes and library promotion programmes in the public or provincial library sector or in the educational sector.
- Knowledge of project management and reading ecosystem
- National project organising and implementation.
- Applied knowledge of the stakeholder's management.
- Experience impact monitoring and evaluation of programmes/ projects.

KEY COMPETENCIES AND ATRIBUTES

Behavioral and Technical

- Strong presentation skills
- Critical thinking
- Ability to work under pressure with minimal re-work required
- Innovative and solution driven
- Resilience, enthusiasm, energy, and drive
- Ability to contribute within a team, but also to work independently and without supervision
- Excellent verbal and written communication skills
- Upholds ethics, values, and demonstrates integrity
- Moral competence
- Planning and organising
- Analytical and innovative
- Knowledge and information management
- Results and quality focus
- Project management

The NLSA is an equal opportunity employer and is committed to the principles of Employment Equity. We encourage applications from people living with disabilities.

NLSA reserves the right to not make an appointment.

Prospective candidates will be subjected to background verification, competency assessments, and security clearances.