



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

Multi-Media Design Specialist

Reference Number: 05/08/2021

Salary scale: R 644 148.00 - R 752 021.00 Total Cost-of-Company

The objectives of the National Library of South Africa (NLSA) are to contribute to socio-economic, 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 invites applications from suitably qualified persons for appointment on a permanent basis, as a Multi-Media Design Specialist. The successful individual will be based at the Pretoria Campus but will work across both the Pretoria and Cape Town Campuses. The successful candidate will report to the Director: Communications, Marketing and Stakeholder Relations.

KEY AREAS OF RESPONSIBILITY:

- Produce accurate and high-quality designs for use on websites, emailers, and other digital platforms
- Produce fresh ideas and approach duties with creativity
- Grow the NLSA's digital identity
- Create and edit static marketing material
- Create and edit video marketing material
- Take professional photographs
- Market the NLSA and its on-line presence
- Create effective marketing campaigns and manage marketing campaigns on multiple digital platforms
- Actively promote brand advocacy, accurately representing the NLSA's brand and positively projecting the company culture
- Manage and improve the NLSA's website
- Ensure compliance with performance management requirements for the Department
- Manage the process of taking a brief from the user Department and interpreting it into a creative and sustainable multi-media solution that meets the intended objectives
- Develop relevant policies, procedures, frameworks, and plans
- Report analytics: Weekly, monthly, and quarterly reporting on digital marketing efforts
- Attend and participate in Departmental meetings, workshops, trainings, strategic planning sessions, etc.

MINIMUM EDUCATION QUALIFICATIONS AND EXPERIENCE

- A Degree (NQF 7) in Multimedia Design, Visual Multimedia Arts, Graphic Design or similar
- A total of 3 to 5 years of experience as a Multi-Media Designer
- A minimum of 2 to 4 years of experience in motion graphic design or similar
- Experience in a marketing setting will be an added advantage
- Proficiency in the following software: Adobe Suite Design Software and Plugins i.e. InDesign, Photoshop, Illustrator, Flash, After Effects, Premiere Pro and Final Cut
- Proficiency in MS Office, marketing computer software and on-line applications (CRM tools, Google analytics, Google Ads etc.)
- Must have 3D motion graphics software knowledge
- Must have multimedia and motion graphics experience
- Must have animation and video editing skills
- Experience in taking professional photographs

ADDITIONAL REQUIREMENTS

- Attention to detail
- Experience in people management
- Excellent verbal and visual communication skills
- Experience in managing cross-channel marketing campaigns
- Above average computer literacy ability (Microsoft Office)
- Passion with eagerness to learn and grow
- Ability to multi-task and work under pressure
- Web coding – strong understanding of HTML and CSS will be an advantage
- Be able to transfer skills as and when required
- Be willing to rotate in similar roles as requested

The NLSA is an equal opportunity, affirmative action employer and reserves the right to not make an appointment. Appointments will be made according to our Employment Equity requirements. We encourage applications from people living with disabilities. Prospective candidates will be subjected to a background verification.

Applications: Interested applicants must submit a completed prescribed application form obtainable from our website on www.nlsa.ac.za accompanied by a covering letter; Curriculum Vitae; Matric/Grade12 certificate; certified copies of qualifications, not older than six months; and a copy of Identity Document by e-mail to: recruitment@nlsa.ac.za. A SAQA evaluation report must accompany foreign qualifications. Please ensure that you quote the reference number and the position in the subject line of your email.

CLOSING DATE: 24 September 2021

Should you not receive any correspondence / communication from the National Library of South Africa one month after the closing date, please consider your application as being unsuccessful.