

Communications & Digital Marketing Officer

CONTRACT - ONE (1) YEAR FIXED TERM CONTRACT

Location: Cape Town

About the Organisation

Join the Knowledge Translation Unit (KTU), a pioneering research and knowledge synthesis group committed to strengthening health systems through pragmatic research, evidence-based implementation, and the development of practical clinical tools informed by policies and guidelines. Our work supports healthcare delivery across South Africa, sub-Saharan Africa, Brazil, and Indonesia.

As the KTU continues to expand its training, digital communication, and capacity-building initiatives, we are seeking a highly organised, proactive, and service-oriented **Communications & Digital Marketing Officer** to join our Digital Innovation and Data Team. The successful candidate will play an important role in strengthening the visibility and reach of KTU's work, supporting the development of engaging digital content, and contributing to effective communication across our research, training, and knowledge translation initiatives. If you are a dynamic communicator with strong digital skills, enjoy working in a collaborative research environment, and are passionate about making evidence and learning more accessible to diverse audiences, we would like to hear from you.

Role Overview

The Knowledge Translation Foundation (KTF) is seeking a **Communications & Digital Marketing Officer** to lead and coordinate integrated communications and digital marketing activities across the organisation, including PACK, training programmes, digital innovation initiatives, and stakeholder engagement. The role combines communications, content creation, digital marketing, social media, email marketing, audience engagement, and campaign management. The successful candidate will translate technical, clinical, training, and digital work into clear and accessible content while using digital channels to build awareness, engage audiences, generate leads, and support participation in KTF programmes and initiatives.

This is a practical, hands-on role requiring independence, initiative, strong organisational skills, and the ability to collaborate effectively across programme, design, operations, and leadership teams.

Qualifications:

- Degree or Diploma in Communications, Marketing, Digital Marketing, Journalism, Public Relations, or a related field.
- Minimum 3 years' experience in communications, digital marketing, content, or a related role.
- Demonstrated experience working in a healthcare, NGO, NPO, education, or social-impact environment.
- Experience managing digital communications and marketing activities from planning through to execution and reporting.

Required Skills:

- Excellent written English, copywriting, editing, and proofreading skills.
- Strong content development and visual communication skills.
- Experience managing website and social media platforms.
- Experience managing email marketing platforms, preferably Mailchimp.
- Understanding of digital marketing, including organic and paid social media.
- Experience with lead generation, audience nurturing, email journeys, and communications cadence.
- Understanding of CRM and marketing automation tools.
- Experience developing and managing content calendars and campaign briefs.
- Experience briefing designers and working with creative teams.
- Ability to manage end-to-end campaigns with measurable results.
- Ability to translate complex technical, healthcare, training, and digital information into clear, engaging communications.
- Understanding of digital analytics and the ability to use data to improve campaign and content performance.

Experience:

- Minimum 3 years' experience in communications, digital marketing, content marketing, or a related role.
- Demonstrated experience working in a healthcare, NGO, NPO, education, or social-impact environment.
- Proven experience managing website and social media channels, including content planning, creation, scheduling, and optimisation.
- Experience managing email marketing platforms such as Mailchimp, including audience management, campaigns, segmentation, and reporting.
- Experience planning and delivering end-to-end digital campaigns, from strategy and content development through to execution, optimisation, and performance reporting.
- Experience developing and managing lead-generation workflows, audience nurturing journeys, and communications cadences.
- Experience working with CRM and marketing automation tools and using audience data to improve engagement and conversion.
- Experience creating and managing content calendars and campaign briefs.
- Experience briefing and collaborating with designers, creative teams, programme teams, and other internal stakeholders.
- Experience translating complex technical, healthcare, training, or digital information into clear, engaging, audience-appropriate content.
- Experience collecting and developing stories, case studies, programme updates, and impact content from teams, partners, or country offices.
- Experience using digital analytics and performance data to evaluate and improve communications and marketing activity.
- Experience supporting communications for events, launches, training programmes, workshops, and stakeholder engagement

Key Responsibilities:

- Own and manage KTF and PACK website and social media channels.
- Develop and maintain an integrated content calendar across digital platforms.
- Plan, create, write, edit, schedule, and publish engaging digital content.
- Manage KTF's email distribution platform, including Mailchimp.
- Execute and optimise organic and paid digital marketing activities.
- Set up and manage lead generation workflows and digital audience journeys.
- Develop and manage email nurturing sequences and communications cadence.
- Segment audiences and deliver targeted communications through email and digital channels.
- Support the use of CRM and marketing automation tools to strengthen audience engagement.
- Plan and deliver integrated communications and marketing campaigns from concept through to completion.
- Develop campaign briefs and coordinate with designers and creative teams.
- Produce content for websites, social media, email campaigns, newsletters, case studies, reports, donor updates, and other organisational communications.
- Draft and edit website content and translate complex technical, clinical, training, and digital information into clear and accessible communications.
- Develop content highlighting KTF's training programmes, digital platforms, tools, and innovations.
- Support communications for online learning, workshops, capacity-building programmes, launches, events, meetings, and other organisational activities.
- Liaise with PACK country teams to gather updates, stories, images, case studies, and programme information.
- Coordinate and organise content received from country teams for use across digital and organisational channels.
- Develop communications that showcase programme outcomes, success stories, training impact, digital adoption, and organisational achievements.
- Support the development of newsletters, annual reports, donor updates, press releases, briefs, case studies, and other publications.
- Assist with media engagement and stakeholder communications.
- Monitor website, social media, email, and campaign performance.
- Track key metrics including audience growth, engagement, website traffic, email performance, and campaign conversions.
- Use data and audience insights to optimise content, campaigns, and digital communications.
- Maintain consistency of messaging, tone, and branding across all communications and digital channels.
- Collaborate closely with programme teams, operations, designers, directors, and country partners to deliver effective communications and campaigns.

How to Apply

Email your application to KTU-HR@uct.ac.za with the subject line: *Comms and Digital Marketing Officer - Sep 2026*

Closing date: 04 October 2026

We require the following when applying:

Attach:

- CV
- Motivation letter
- Certified copy of highest qualification

Important Notes

- Incomplete applications will not be considered.
- Only applicants who have completed all application requirements will be considered.
- KTF is committed to employment equity and strives to appoint candidates in line with its equity objectives.
- The organisation reserves the right not to make an appointment should no suitable candidate be identified.
- Only shortlisted candidates will be contacted

Our Vision

To improve the quality of primary healthcare for underserved communities through pragmatic research, evidence-based implementation, evaluation, and engagement of health systems, their planners, providers, and communities.

For more information about the organisation, visit: www.knowledgetranslation.co.za