



## **INTERNAL JOB DESCRIPTION**

**Name of employee:** Vacant

**Job Title:** Marketing Development Writer

**Reports to:** Global Communications & Stakeholder Engagement  
Manager

**Number of subordinates:** 0

### **PURPOSE**

1. This position is part of the JAM International (JAM) Marketing team to produce, facilitate, channel and support relevant corporate material for donor & affiliate campaigns as well as marketing-related outcomes to the division and its internal and external stakeholders.
2. To produce a range of materials linked to donor engagement, internal communications processes and products, corporate website content and organisational promotional resources assigned to the Marketing division.
3. This position will function under the guidance and supervision of the Global Communications and Stakeholder Engagement Manager and will contribute to the success of a high-performance Marketing function for productive and quality work that speaks of consistent, pro-active, timely and effective messaging to all its constituencies.

### **MAJOR RESPONSIBILITIES**

1. Productive writing and packaging of feature and other stories, as well as issues-oriented pieces that are focused on JAM's programmes to be utilized for web-based, electronic, print and other materials that ensure effective stakeholder and donor engagement.

2. Produce content and material for JAM promotions and donor engagement in the form, pamphlets, brochures, information sheets, letters and other marketing collateral, and manage the design and layout of such products.
3. Collaborate with Programmes department and Marketing functions to produce and edit all material as required and indicated by the Global Communications and Stakeholder Engagement Manager.
4. Review and update website content ensuring all figures are correct, information is current and relevant and where applicable content is shared with social media.
5. Produce stories and other communiqué such as PowerPoint and multimedia presentations about JAM as organisation with focused views on niche/technical areas, organisational activities, achievements, aspirations, goals etc.
6. Contribute stories, photos and information for the production of various internal communication channels and communiqué, which reflect comprehensive information about the organization, its activities, staffing issues, and social news and decision processes of JAM.
7. Ensure that all assignments are produced on schedule while meeting professional standards for informing, educating and engaging donor and other stakeholders.
8. The Marketing Development Writer may from time to time be required to perform duties not specifically stated in this job description, provided that such duties are related to JAM operations.

## **KNOWLEDGE, SKILLS, ABILITIES AND REQUIREMENTS**

The following knowledge, skills and abilities are required, and may have been acquired through a combination of formal schooling, self-education, prior experience, and on-the-job training:

1. A first degree in Communications Studies and/or Marketing.
2. English-language fluency (written and verbal). A superior command of the English language is essential.
3. Fluency in Portuguese and German will be advantageous.
4. Excellent computer skills (additional skills in word processing, Excel, PowerPoint and desktop publishing are advantageous).
5. An energetic, analytical, self-starting approach to projects that involve significant responsibility and fixed deadlines.

6. Excellent interpersonal and cross-cultural communication skills.
7. Team player, with a proven track record of working harmoniously within teams.
8. Photographic experience an added advantage
9. Functions well under pressure.
10. Independent and responsible worker, driven by successful and quality outcomes.
11. Willing to work overtime from time to time.
12. Valid driver's licence.
13. Minimum three years experience within a Marketing/writing environment.
14. Experience within an NGO environment will be a major advantage.