



**SOUTH AFRICAN NATIONAL PARKS
VACANCY: WEB CONTENT EDITOR
GROENKLOOF NATIONAL PARK
PATERSON GRADING: D1
CLOSING DATE: 03 January 2012**

Applications are invited from suitably qualified persons for the above position in the Corporate Communications Division to source, write, edit and manage South African National Parks (SANParks) electronic content hosted on the intranet and internet.

Responsibilities:

- Share and provide access to information and knowledge to all stakeholders via internet, intranet, and extranet.
- Develop, implement and monitor the electronic content strategy.
- Devise and implement creative ideas for new site features and enhancements to advance business objectives.
- Develop ideas for quality content sourced by Corporate and Regional Communications Managers, staff, freelancers.
- Collaborate with Parks and Divisions to build, revamp and improve support sub-sites.
- Enhance the site for search engine optimization and market the website online.
- Track site performance and response to improve traffic.
- Investigate Social Networking strategy for the organization.
- Improve awareness and reputation of organisation through social media and forums.
- Respond to enquiries from web users.

Requirements:

- Be in possession of a Bachelor's degree in Journalism or Communications with 1 to 3 years' experience with Web Content Editing - an Honours degree will serve as an advantage.
- Journalism reporting and analytical skills.
- HTML editing (experience in Dreamweaver).
- Knowledge in open source environment (PHP preferable).
- Photographic editing (with Photoshop or Fireworks).
- Savvy Social Networking skills (knowledge of Hootsuite or Tweetdeck).
- Ability to work on different content management systems.
- Writing, editing, and proof reading with good command of English Language.
- Communication skills (written and verbal).
- Project management skills.
- Website metric skills.
- Knowledge of online marketing.
- Good understanding of Sharepoint.
- Understanding of the phases of the site development process.
- Knowledge of search engine optimization.

Interested persons **who meet** the above stated qualifications should forward their applications and detailed Curriculum Vitae to the following address:

Human Resources Division
SA National Parks
PO Box 787
PRETORIA
0001

Fax: (012) 426-5588

E-mail: jobapplications@sanparks.org

If you have not been responded to within 21 days of the closing date please accept that your application was not successful.