



**Appointment of Marketing and Communications Lead**

June 2025



**POSITION:** Marketing and Communications Lead

**REPORTING TO:** Executive Director

**REMUNERATION:** Competitive

**LOCATION:** Cape Town or Johannesburg

**START DATE:** ASAP

## **Background**

[DataDrive2030](#) is a South African social enterprise focused on impact. We support the collection and use of high-quality data to drive improved child outcomes in the first 6 years of life. DataDrive2030 harnesses the power of [data tools](#) and insights to ensure greater access to better quality early learning opportunities for young children.

As a learning organisation, we seek to understand, to be open-minded, creative and inclusive. At the same time, we aim for depth and mastery in our chosen areas of work and recognise the importance of rigour to grow and maintain trust and credibility.

## **About the Role**

DataDrive2030 is seeking a highly experienced and strategic Marketing and Communications Lead to spearhead our communication efforts. This pivotal role will be responsible for developing and executing integrated marketing and communications strategies that amplify our brand visibility, engage key stakeholders, and effectively communicate the impact of our data and insights to diverse audiences.

The ideal candidate will be a creative storyteller with a strong understanding of the South African ECD or development landscape, excellent digital marketing skills, and a proven ability to translate complex data into compelling narratives.

We are a growing, dynamic team, and we're looking for a super-organised, highly motivated and engaging Marketing & Communications Lead who has a passion for driving social impact.

## **Key Responsibilities**

### **Strategic Communications and Brand Leadership**

- Develop and implement a comprehensive, integrated marketing and communications strategy aligned with DataDrive2030's mission, vision, and strategic goals.
- Lead the development and evolution of DataDrive2030 and the Thrive by Five Index brand identity and messaging, ensuring consistency across all platforms and communications.
- Position DataDrive2030 as a thought leader in early childhood development data and insights within South Africa and globally.
- Monitor and analyse market and technology trends, as well as the competitive landscape, to inform communication strategies.

## **Content Development and Management**

- Oversee the conceptualisation, creation, and distribution of high-quality, engaging content across various channels (e.g., website, social media, press releases, newsletters, insights and policy briefs, reports, case studies, videos, infographics).
- Produce content as part of DataDrive2030's "Insights Lab", and take responsibility for the timeous management of outputs, with an average of 3 per month.
- Translate complex research findings and data insights into accessible and compelling narratives for diverse audiences, including policymakers, funders, practitioners, researchers, and the general public.
- Manage the content calendar, ensuring timely delivery of campaigns and communications.

## **Thrive by Five Index Communications**

- Overall management of the three phases of the Thrive by Five Index communications plan, with key objectives and assets per phase. The survey is conducted every 3 years, and the phases are: i) Data collection; ii) Index launch planning and delivery; and iii) Leverage Index data post-launch.
- Work with the Thrive By Five Index team and PR & communication consultants to support the development of assets in each of these phases.

## **Media and Public Relations**

- Cultivate and maintain strong relationships with key media outlets, journalists, and influencers in South Africa.
- Develop and disseminate press releases, media kits, and other PR materials to secure positive media coverage.
- Act as a spokesperson for DataDrive2030 when required, or prepare internal experts for media engagements.
- Develop and manage crisis communication plans as needed.

## **Digital Marketing and Social Media**

- Lead and optimize DataDrive2030's digital presence, including website management, SEO, and email marketing.
- Develop and execute engaging social media strategies across relevant platforms (e.g., LinkedIn, Instagram, Facebook), building online communities and driving engagement.
- Utilize digital analytics tools (e.g., Google Analytics) to monitor performance, derive insights, and optimize digital campaigns.

## **Stakeholder Engagement and Partnerships**

- Develop and execute targeted communication plans to engage key stakeholders, including the Department of Basic Education, other government entities, NGOs, funders, research institutions, and ECD practitioners.
- Support strategic partnerships by developing co-branded materials and communication initiatives.

- Support researchers and content experts who represent DataDrive2030 at conferences, workshops, and events to promote our work and foster collaboration.

### **People and Agency Management**

- Manage relationships with external agencies, consultants, and vendors (e.g., PR agencies, graphic designers, web developers) to ensure high-quality, on-brand deliverables within budget.
- Manage editing, design and production of outputs, working with consultants and agencies to ensure timeous delivery of high-quality products.
- Mentor and guide a junior marketing and communications intern.
- Oversee the marketing and communications budget, ensuring efficient allocation of resources.

### **Broader Engagement and Ad Hoc Additional Tasks**

- Participate in weekly DD2030 team meetings and twice-yearly strategy sessions and assist as appropriate with ad hoc tasks arising from these discussions.
- Work with other BU Leads to plan for joint projects, monitor and manage capacity and ensure smooth handover of functions at critical junctures.
- Support team members across the different business units with specific communications needs as required from time to time.
- Ensure work is carried out per the DD2030 Ways of Working and internal processes.
- Support the team in the overall delivery of the DD2030 strategy.
- Represent DD2030 at relevant ECD forums and events.

### **Other Attributes**

- Experience working in the ECD, non-profit, social enterprise sector.
- Excellent communicator who engages in a friendly, respectful and understanding manner.
- A flare for troubleshooting and creative problem-solving.
- Able to adapt to changing parameters.
- Curious about and comfortable with technology.
- Familiarity with data visualisation principles and tools, video editing platforms, design software and public relations skills is an added advantage.
- Ability to perform routine administrative tasks with precision and efficiency.
- Ability to manage and mentor a junior intern.
- A team player who is reliable, punctual and open to giving and receiving feedback.
- Familiarity with Google Suite, Asana, MailerLite or similar CRM tool is an advantage.
- A driver's licence and your own car are essential.

### **Qualifications and Experience**

- Bachelor's degree in Marketing, Communications, Public Relations, Journalism, or a related field. A Master's degree is a plus.
- Minimum of 8-10 years of progressive experience in marketing and communications, with at least 3-5 years in a leadership role.
- Demonstrated experience in developing and executing successful integrated marketing and

communications strategies.

- Proven ability to translate complex information and data into clear, concise, and compelling communications.
- Strong understanding of the South African socio-political and development context (understanding of the early childhood development or education context in particular would be an advantage).
- Exceptional written and verbal communication skills, with strong copywriting and editing abilities.
- Proficiency in digital marketing tools and platforms (e.g., website content management systems, email marketing software, social media management tools, analytics platforms).
- Experience in media and public relations, with a strong network of contacts a significant advantage.
- Excellent project management skills and good attention to detail, with the ability to manage multiple projects simultaneously and meet deadlines.
- Strong analytical skills to measure campaign effectiveness and adapt strategies accordingly.
- Creative thinker with a proactive and results-oriented approach.
- Ability to work independently and collaboratively within a small, dynamic team.

### **Benefits**

- 24 leave days per annum
- An annual wellness allowance
- Weekly staff lunches
- A great working culture
- Great opportunities for professional growth and meaningful impact

### **How to apply**

Interested applicants should submit the following by e-mail to [vaneshree@ngorecruit.com](mailto:vaneshree@ngorecruit.com) quoting reference number: **NDD001**

- A CV in Word or PDF format (please include 3 references).
- A 1-page cover letter outlining how your skills and experience align with DataDrive2030 and the unique qualities you will bring to this role.

**Application Deadline: 17 July 2025**

Interested applicants are encouraged to **apply ASAP**. Only shortlisted candidates will be contacted. For more information about DataDrive2030, visit their [website](#) and [LinkedIn](#) account.