



an agency of the
Department of Sport, Arts and Culture

✉ 266, Bloemfontein, 9300
36 Aliwal Street / Aliwalstraat 36
South Africa / Suid-Afrika
☎ 051 - 4479609 📠 051 - 4476273
www.nasmus.co.za

Incorporating the satellites:	Insluitend die satelliete:
Oliewenhuis Art Museum	Oliewenhuis-kunsmuseum
Freshford House Museum	Freshford-huismuseum
First Raadsaal	Eerste Raadsaal
Wagon Museum	Waenhuismuseum
Florisbad Research Station	Florisbad-navorsingsstasie

FIXED TERM VACANCY

Job Title: PESP Coordinator (Visual Comms) – National Museum

Salary: R15 000 per month

Contract Term: 9 months

Location: National Museum Bloemfontein

The National Museum, Bloemfontein is seeking to appoint a Coordinator of Visual Communication under the Presidential Employment Stimulus Programme (PESP4).

The incumbent will work with the ArtbankSA project team on will coordinate reporting for traditional and new media marketing, create designs for digital and print, web management and social media management. In addition the incumbent will assist with project coordination support for the delivery of the project.

Requirements:

Qualification: NQF Level 6 Graphic design/Web design, IT or other relevant tertiary qualification. Code 8 Drivers License.

Experience: Practical experience in a digital design field (minimum 3 years).

Knowledge: Graphic design and WordPress CMS website. Good computer knowledge base and basic digital printing processes. Proficiency in Adobe CC + Illustrator and other products. Competent photographer, videography, and editing.

Personal Attitudes: Excellent interpersonal skills, organised, self-motivated, ability to work well within a team, strong bias towards working with detail and ability to work with multiple projects simultaneously, good problem-solving skills. Strong sense of responsibility.

Probation period applies.

Visit www.nasmus.co.za to see the full job description.

- **The National Museum is committed to Employment Equity and aims to attract and retain talented individuals to achieve its equity objectives. Therefore, people from designated groups, including those with disabilities, are encouraged to apply.**
- **The National Museum reserves the right not to fill an advertised position.**
- **If you meet ALL the stated requirements, kindly e-mail your application to applications@nasmus.co.za, including a covering letter, the application form (obtainable on www.nasmus.co.za), and copy of your identification document, copy of driver's license, copies of qualifications and a comprehensive CV (including three referees with their contact details).**
- **Applications not meeting the criteria will be disqualified.**



an agency of the

Department of Sport, Arts and Culture

✉ 266, Bloemfontein, 9300
36 Aliwal Street / Aliwalstraat 36
South Africa / Suid-Afrika
☎ 051 - 4479609 📠 051 - 4476273
www.nasmus.co.za

Incorporating the satellites:	Insluitend die satelliete:
Oliewenhuis Art Museum	Oliewenhuis-kunsmuseum
Freshford House Museum	Freshford-huismuseum
First Raadsaal	Eerste Raadsaal
Wagon Museum	Waenhuismuseum
Florisbad Research Station	Florisbad-navorsingstasie

- **Should you not hear from us within 2 weeks after the closing date, consider your application unsuccessful.**
- **Communication will be limited to the short-listed candidates only.**
- **Short-listed candidates will be subjected to a comprehensive selection process.**
- **The closing date in respect of these positions will be 26 May 2023.**
- **Telephonic Enquiries: 051 447 9609**

We thank all applicants for their interest.

National Museum, Bloemfontein
2023

Art Bank of South Africa

Supervisor: HOD/Project Manager: Art Bank of South Africa
Substitute: N/A
Supervisee/s: N/A
Job Title: PESP Coordinator – Visual Comms

Purpose of the Position

The main purpose of the post to appoint a Coordinator of Visual Communication under the Presidential Employment Stimulus Programme (PESP4).

The incumbent will work with the ArtbankSA project team on will coordinate reporting for traditional and new media marketing, create designs for digital and print, web management and social media management. In addition, the incumbent will assist with project coordination support for the delivery of the project.

Key Performance Areas

KPA 1 – Design and Communications
KPA 2 – Media Platform Management
KPA 3 – Website Management
KPA 4 – General Administration

Knowledge and Skills:

- Qualification:** NQF Level 6 Graphic design/Web design, IT or other relevant tertiary qualification. Code 8 Drivers License.
- Experience:** Practical experience in a digital design field (minimum 3 years).
- Knowledge:** Graphic design and WordPress CMS website. Good computer knowledge base and basic digital printing processes. Proficiency in Adobe CC + Illustrator and other products. Competent photographer, videography, and editing.
- Personal Attitudes:** Excellent interpersonal skills, organised, self-motivated, ability to work well within a team, strong bias towards working with detail and ability to work with multiple projects simultaneously, good problem-solving skills. Strong sense of responsibility.

Task Group	Weighting %
KPA 1 – Design and Communications	40
KPA 2 – Media Platform Management	35
KPA 2 – Web Management	15
KPA 4 – General Administration	10
TOTAL	100%

National Museum, Bloemfontein
2023

KPA 1 – Design and Communications

PROCESS	TASK
Planning and Design	<ul style="list-style-type: none"> • Bring ArtbankSA design briefs and concepts to life • Design all marketing materials • Design event invitations • Prepare project plans for campaigns (design, timelines, resources, and budgets) • Produce sketches and three-dimensional computer-generated images (where appropriate)
Project Management and Execution	<ul style="list-style-type: none"> • Text and design lay-out and printing • Assist with Purchases/sourcing
ArtbankSA Brand Management	<ul style="list-style-type: none"> • Update and ensure brand consistency in copy through tone, voice, and terminology
Creative support for ArtbankSA events and Campaigns	<ul style="list-style-type: none"> • Provide creative support for ArtbankSA events, activities, and PR campaigns • Provision of creative support for Special Days and campaigns celebrated by the ArtbankSA • Plan, design, develop and implement new projects and features as and when required • Prepare project mockups and team presentations • Assist in maintaining and growing the ArtbankSA brand identity and guidelines

KPA 2 – Media Platforms Management

PROCESS	TASK
ArtbankSA Brand Management	<ul style="list-style-type: none"> • Work with project team to create social media strategies monthly • Ensure brand consistency in copy through tone, voice, and terminology • Oversee day to day management and schedule content for social media pages • Refer content for editing where necessary • Supervise all aspects of social media interaction between users and the ArtbankSA, and ensure a positive user service experience • Refer online queries to the team member for resolution • Devise solutions to increase media platform engagement • Report monthly statistics • Quarterly media reporting
Content creation for ArtbankSA social media platforms	<ul style="list-style-type: none"> • Social media management and support • Create simple social media graphics and messages to celebrate/ commemorate key dates on the annual calendar and upload to social media platforms • Basic photography for social media • Receive content and schedule social media posts (where necessary refer for text editing) • Source some content for sharing • Develop Content Management System

National Museum, Bloemfontein
2023

KPA 3 – Website Management

PROCESS	TASK
Day to day management	<ul style="list-style-type: none"> • Oversee day to day management of website • Refer content for editing where necessary • Supervise all aspects of website interaction between users and the ArtbankSA, and ensure a positive user service experience • Refer online queries to the relevant team member for resolution • Devise solutions to drive traffic to the website • Report monthly statistics
Database management	<ul style="list-style-type: none"> • Web maintenance and support • Develop high-end online solutions • Ensure artist profiles are up to date • Ensure eShop is up to date • Ensure the website journal is up to date

KPA 4 - General Administration

PROCESS	TASK
Ad hoc functions	<ul style="list-style-type: none"> • Assist the HOD with <i>ad hoc</i> tasks, this may include assisting with project management, art collection management and exhibitions. • Ad hoc research • Maintain awareness of current creative trends and influences • Research new ideas and follow new online trends and developments • Adapting and rolling out approved concepts to various media
Office Administration	<ul style="list-style-type: none"> • Communications via emails, letters, and phone calls • Printing and photocopying • Prepare monthly activity performance reports • Compile statistics • Create presentations • Attend meetings • Attend training and professional development

Terms of Contract: Full Time

Print Name:.....

Signature:.....

Date:.....