



# JOB DESCRIPTION

## JOB PROFILE

Job Title	Digital Specialist
Department	Alpha South Africa
Reports to	Alpha National Director, South Africa
Location	Johannesburg, South Africa (3 days remote and 2 days in-person/on-site)
Travel Required	Locally
Work Pattern / Hours	Full-time (Monday - Friday, 08:30 am - 16:30 pm)
Date	November 2024
Type of Contract	Permanent

## ROLE CONTEXT

The vision for Alpha International (AI) is the re-evangelisation of the nations, revitalisation of the church and the transformation of society. Alpha South Africa, as a Christian organisation, shares the Alpha International vision, mission and goals through a partnership working agreement.

Each member of our team plays a vital role in making our vision a reality. As a Christian organisation our faith is an integral part of our working culture.

Alpha's mission is to equip the church to help people to discover and develop a relationship with Jesus. Our primary way of carrying out our mission is by equipping churches around the world with Alpha – a series of sessions exploring the Christian faith.

## ROLE PURPOSE

Alpha South Africa is looking for an innovative and tech-savvy Digital Specialist to shape the vision and strategy of our digital presence, CRM systems, and marketing outreach. This role will involve overseeing our CRM data management (Salesforce), establishing a WhatsApp communication portal, and managing all digital marketing efforts. The Digital Specialist will play a critical role in helping us connect with churches and individuals, making it easy for them to engage with and run Alpha. You will be reporting directly to the National Director and working closely with the Church Engagement team.

## KEY RESPONSIBILITIES

### 1. CRM Vision & Data Management (Salesforce)

- **Set Vision & Direction:** Develop and execute a strategy for optimizing our Salesforce CRM, ensuring it aligns with Alpha South Africa's ministry goals.
- **Data Management:** Oversee the clean-up, validation, and accuracy of all Salesforce records, including church records, contacts, and engagement activities.
  - **Database Maintenance:** Regularly review and update data to ensure completeness and accuracy.
  - **Record Keeping:** Ensure that all activities (meetings, engagements, calls, events) are recorded correctly in the Salesforce activity panel.
  - **New Contacts & Churches:** Help create new records for churches and contacts as needed, ensuring all information is updated and organized.
- **Collaboration with Church Engagement Team:** Assist the team in recording their interactions, ensuring that information flows smoothly between team members and the Salesforce system.

### 2. WhatsApp Portal Setup & Strategy

- **Vision & Strategy:** Lead the development of a vision for the WhatsApp portal as Alpha South Africa's primary communication platform.



- **Platform Optimization:** Set up and maintain the WhatsApp platform, ensuring it is utilized to its full potential for engaging with churches and individuals.
- **Content & Communication:** Oversee the content shared via WhatsApp, ensuring timely, relevant, and engaging messaging that supports Alpha's ministry goals.
- **Create broadcast lists:** Oversee broadcast messages and manage it effectively.

### 3. Marketing Oversight & Management

- **Website Management:** Maintain and update the Alpha South Africa website, ensuring it reflects the latest news, resources, and events, and provides an easy user experience.
- **Social Media Strategy:** Develop and implement a comprehensive social media strategy to enhance Alpha's online presence, increase engagement, and drive digital outreach.
  - **Content Creation:** Oversee content creation for all social media channels, ensuring that it is visually appealing, on-brand, and engaging.
- **Graphic & Video Editing:** Manage the creation and editing of graphics and videos that support marketing campaigns, promotional events, and social media engagement.
- **Email Marketing:** Develop email marketing campaigns that target churches and individuals, keeping them informed about Alpha events and opportunities.
- **Brand Awareness & Digital Reach:** Drive Alpha's digital reach by implementing creative campaigns and initiatives to increase visibility and engagement with churches and the public.

### ROLE DIMENSIONS

Budget Management	No
People Management	No
Key Relationships - Internal	National Director, Church Engagement Team , Operations Team
Key Relationships - External	Churches, Organisations, Event Teams

### QUALIFICATION & EXPERIENCE

- **Experience:** Experience in digital marketing, CRM management, and social media strategy, ideally within a non-profit or faith-based organization.
- **CRM Expertise:** Strong working knowledge of Salesforce or similar CRM platforms, including data management and process optimization.
- **Digital Marketing Skills:** Experience in managing websites, social media platforms, graphic design, and video editing.
- **WhatsApp & Messaging Platforms:** Familiarity with using WhatsApp for communication and engagement purposes in a professional setting.

### KEY COMPETENCE

- **Strategic Thinker:** Ability to set a vision for digital platforms and CRM systems, aligning them with the broader organizational goals.
- **Tech-Savvy:** Comfortable with using and optimizing digital tools, platforms, and CRM systems to drive operational efficiency and engagement.
- **Creative Marketer:** Strong eye for design and content creation, with the ability to develop and execute innovative marketing campaigns.
- **Attention to Detail:** Ability to manage and maintain accurate data, ensure proper record-keeping, and produce high-quality digital content.
- **Collaborative:** A team player who can work closely with cross-functional teams to ensure alignment and effective communication.
- **Mission-Focused:** Passionate about Alpha South Africa's mission and the role digital tools and marketing can play in achieving it.



## WORKING ENVIRONMENT

Alpha has a purposeful working environment where we strive for excellence in everything we do. Our workplace culture is shaped by our values which are AUGHT. They are Audacity, Unity, Generosity, Humility and Tenacity. We respect and value our colleagues, encourage and affirm often, challenge when necessary, supporting always. It is an inspiring and energising place to work where innovation and creativity is encouraged alongside passion and discipline. The staff community is warm and engaging, with lifelong friendships being built.

## WORK EXPECTATIONS

- Office hours: Monday-Friday, 08:30 am - 16:30 pm, with flexibility to accommodate different time zones
- 25 days holiday per annum
- Available to work key dates during some courses and events
- *[Required]* Attendance (remote) at Monday morning Staff devotions
- Three-month probation period

## TO APPLY

1) Complete the application form:

[Alpha Digital Specialist - Application Form](#)

2) Email your CV and cover letter motivating your application for this role to:

- [hr@alphasa.co.za](mailto:hr@alphasa.co.za)

- Title your email: Digital Specialist - Full Name (Name/Surname)

**NB: Applications will not be considered without an accompanying CV and cover letter sent to [hr@alphasa.co.za](mailto:hr@alphasa.co.za)**

As part of the Alpha recruitment process, we require a CV (2 page pdf document) and cover letter (1 page pdf document) from each applicant applying for a role, along with a completed application form.

Due to high volumes of applications, should you not hear from us within 4 weeks, please consider your application unsuccessful.