



Terms of Reference

Writer and Digital Communications Specialist

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Prepared by FinMark Trust

1. About FinMark Trust

FinMark Trust (FMT) is an independent trust whose purpose is to make financial markets work for the poor by promoting financial inclusion and regional financial integration. FMT does this by conducting research to identify the systemic constraints that prevent consumers from accessing financial markets, and by advocating for change based on research findings. Thus, FMT has a catalytic role, driven by its purpose to start processes of change that ultimately lead to the development of inclusive financial systems that can benefit all sectors.

2. Scope of work

FMT requires the skills of a writer with a keen interest in digital communications. This specialist will support FMT in the development and enhancement of messaging through the development of impactful written reports and digital content eg blogs. The specialist will encourage clarity in FMT communication with both internal and external stakeholders. They will manage and develop FMTs social media channels with the support of a design intern.

The Writing and Digital Communications Specialist will report to the Head of Knowledge Management and will work in the Knowledge Management Team supported by the Interactive Manager. The Design Intern will indirectly report to the specialist and provide support to the digital communications function of the role.

The Knowledge Management Team supports all teams within FMT with their design, communications and knowledge management needs and the specialist will interact with colleagues from the Data and Analytics Team, the Programmes Team, the Operations Team and the CEO. The specialist will occasionally be expected to work with external suppliers such as editors, printers or contracted designers but will not be expected to work with external clients.

Specific duties of the Writer and Digital Communications Specialist

Medium/task	Responsibilities
Written reports	<ul style="list-style-type: none"> • Provide varying levels of editing support on reports written by data and programme specialists, based on the objectives and strategic importance of these • Editing support will vary from lite proof reading through to rewriting aspects of reports and the development of executive summaries • Maintain a knowledge base of common errors and development areas to enable improved writing skills throughout the organisation • Summarising lengthy reports to be digestible as digital publications.
PowerPoint presentations	<ul style="list-style-type: none"> • Proofreading and editing of PowerPoint presentations • Attend dry runs and suggest edits to cut back on the wordiness of presentations to improve their visual impact
Other writing	<ul style="list-style-type: none"> • Provide support to data and programmes staff to produce impactful written content, eg blogs • With the assistance of contracted journalists develop content that can be published in the media
Social media	<ul style="list-style-type: none"> • Draft wording and brief design intern on imagery for social media posts • Upload posts • Monitor interaction with FMT social media • Develop the reach and impact of FMT social media
Ad hoc support	<ul style="list-style-type: none"> • Assist with messaging and editing based on ad hoc requirements eg event invitations, internal communications campaigns etc

3. Required qualifications

The specialist is required to have an advanced degree, honours level or above in journalism, English, communications or a related field. Four to six years of prior work experience is required in the fields of writing or digital communications. Some graphic design knowledge or experience is advantageous. Demonstrable evidence that the specialist has an interest in economic and sustainable development or charitable work will be an advantage.

The specialist must be proficient in:

- Microsoft Office, specifically Word and PowerPoint
- InDesign is advantageous.

The specialist must:

- Be detail oriented
- Be able to plan and organise their work and manage their time
- Be able to prioritise based on multiple, conflicting tasks and deadlines
- Understand the research process and be familiar with research report writing
- Have strong interpersonal skills
- Have an aptitude and enthusiasm for training and developing junior staff members and contemporary colleagues in their ability to communicate
- Be an advocate for the use of plain language
- Be curious and excited by learning and stretching beyond their specific job description
- Be able to work both independently and within a team.

4. Location and working arrangement

The FinMark Trust offices are located in Midrand and FMT operates on a hybrid working approach with staff working two days per week in the office and the remainder at home. For the initial three months of employment, the specialist may be required to work more than two days in the office as they learn and require more direct in-person on-the-job training from their Knowledge Management colleagues.

FMT has a flexible working policy, where staff are expected to be contactable from 9 am until 3 pm on Monday to Thursday and 9 am to 12.30 pm on Fridays. Work requirements will require work beyond these hours however this is flexible for the employee and they can manage their schedules around this.

5. Contract and benefits

This is a full-time, permanent position with a competitive salary. Medical aid and provident fund contributions are included in the cost-to-company.

6. How to apply

If you are interested in applying for this position, submit your application and cover letter to ShirleyJ@FinMark.org.za.

If no communication has been received from FMT after one month of your submission, please consider yourself as unsuccessful.