

**Open Doors South Africa**  
*Role Profile*



**Intern: Communication & Marketing Assistant**

Incumbent:  
Updated: March 2022

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*Signed – Line Manager*

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*Signed – Incumbent*

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*Date*

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*Date*

## 1. ODI Mission Statement

To strengthen and equip the Body of Christ living under or facing restriction and persecution because of their faith in Jesus Christ, and to encourage their involvement in world evangelism by:

- Providing Bibles and literature, media, leadership training, socio-economic development and through intercessory prayer.
- Preparing the Body of Christ living in threatened or unstable areas to face persecution and suffering; and
- Educating and mobilising the Body of Christ living in the free world to identify with threatened and persecuted Christians and be actively involved in assisting them.

We do so because we believe when one member suffers, all members suffer with it (1 Corinthians 12:26), all doors are open, and God enables His Body to go into all the world and preach the Gospel.

## 2. ODSA Mission Statement

To educate and mobilise the Body of Christ living in Southern Africa to identify with threatened and persecuted Christians and be actively involved in assisting them.

## 3. Core Values

- We are part of the Body of Christ, A people to people people
- We are Persecuted Church driven
- We are people of the Bible
- We are people of prayer
- We live and work by faith
- We are devoted to Jesus Christ and His commission
- We are motivated solely for the glory of God

## 4. Development Core Values

- WE ARE COMMITTED TO SERVING THE GLOBAL MINISTRY WELL
  - We strengthen the persecuted Church by resourcing our Field teams and ODI with prayer, funds, and other support. We aim to keep track with field needs.
  - We clearly articulate to both Field and ODI what we need from them to be effective in raising prayer, funds, and other support – but we take care to do so in an attitude of service.
  - We take care to work within Field security guidelines and Communication guidelines, both the spirit and the letter of them.
- WE COMMUNICATE WITH INTEGRITY AND CLARITY, AVOIDING SENSATIONALISM AND MANIPULATION
  - We only use trustworthy and reliable sources of information that do not conflict with World Watch Unit data.
  - We ensure that our message is balanced and truthful, and we clearly articulate the needs we seek to meet.
  - We encourage supporters by reporting back to them with the impact of their prayers, gifts, and other support. We believe that our ministry is also their ministry.
  - Although we seek, where possible, to influence politicians and the secular media as part of our ministry of strengthening the persecuted Church, we avoid getting drawn into political agendas or negative campaigns.

- WE HONOUR OUR DONORS BY STEWARDING THEIR GIFTS, REQUESTS AND PERSONAL DATA WELL
  - We always aim to work in the most effective way, measuring our efforts and seeking to continually learn and improve in what we are doing – to make the best use of gifts given to serve the persecuted Church.
  - We report financial and other measures transparently and faithfully.
  - We are committed to honouring the express desires of our donors, assigning their gifts to the areas of ministry where they have been designated – and we only raise designated funds when necessary.
  - We commit to handling supporter data in compliance with legal principles and a respectful relationship.
- WE LEAD AND COMMUNICATE IN A WAY THAT BUILDS FAITH, HOPE AND COURAGE IN CHRISTIANS IN OUR COUNTRIES, INCLUDING OUR OWN TEAMS
  - We connect supporters and the wider Church with their persecuted family by sharing the lessons of the persecuted Church with them.
  - We communicate how God is at work both despite and through the suffering of our persecuted family, and in doing so inspire Christians in our nations to courageous faith.
  - We seek to lead our teams in a way that glorifies God, and are willing to make difficult, courageous decisions, prayerfully, where necessary.
  - We prepare the Church in our countries to be prepared for persecution.
- WE STRIVE TO BUILD BRIDGES ACROSS DENOMINATIONS AND ETHNICITIES IN THE BODY OF CHRIST
  - We hold tightly to our Statement of Faith, and we take care to use language which unites rather than divides the Church in our nations.
  - We collaborate with like-minded Christian missions and agencies when and where it is beneficial to persecuted Christians.
- WE RECOGNISE OUR INTERDEPENDENCE IN SERVING WELL, AND COMMIT TO MUTUAL ACCOUNTABILITY, MUTUAL SERVICE AND STRONG RELATIONSHIPS
  - We collaborate on key campaigns, and plan and strategise together, to increase our effectiveness.
  - We look for ways to share experience, support, and resources, honouring our Principles of Collaboration.
  - We respect our cultural and denominational diversity and ensure that our communication is sensitive to supporters in other countries, given the global transparency of the digital world.
  - We aim to honour the spirit and letter of these Development Values, ensuring our teams do the same.

## 5. Role Responsibilities

The **Communication and Marketing Assistant** role is integral in supporting the strategy of Open Doors Southern Africa's Communication and Marketing Team. The Communication and Marketing Team play a key part in helping to grow a movement of Christians in Southern Africa working to serve the most persecuted Christians in the world.

The **Communication and Marketing Assistant** role will assist the whole Communication and Marketing Team in their everyday tasks to assure that the team meet goals and deadlines as they plan and execute campaigns, build strong relationships with internal (partners, volunteers) and external (media,

churches, the public) stakeholders and create awareness in Southern Africa about the work of ODSA and the persecuted Church.

## 6. Relationships

The **Communication and Marketing Assistant** reports to the Assistant Communication Manager. This role is based in South Africa, preferably at the Johannesburg office. The incumbent will work closely with the whole Communication and Marketing Team.

### Internal

- The Communication and Marketing Assistant is part of the Communication and Marketing team and will develop good working relationships with the team, management, Church and Community Engagement, and the wider ODSA team.

### External

- Relationship support with service providers and media partners.

## 7. Position Accountabilities

Accountability	Outcome	
<b>ODSA's Purpose and Values</b> This position supports ODSA's strategy to mobilise followers of Jesus in Southern Africa to serve the most persecuted Church globally.	Tasks are executed that supports the Communication and Marketing Team's strategy, in line with ODSA's Christian values and ethos.	Essential

Accountability	Outcome	
<b>Support to Communication Subdivision</b>		
1. Assist in the implementation of internal and brand communication strategies, plans and projects. 2. Assist with writing, editing, proofreading and translating of communications copy and material. 3. Assist with graphic design tasks (i.e., adverts, artwork for publications).	1. The Communication Subdivision is supported, and deadlines and targets are met. 2. Quality communication is sent to partners. 3. Designs and graphic design projects are of a high standard and completed on time.	
<b>Support to Marketing Subdivision</b>		
1. Support external marketing strategies, plans and projects. 2. Research potential targets and new ways of communicating with partners and the public. 3. Assist with project and events coordination.	1. The Marketing Subdivision is supported, and deadlines and targets are met. 2. New ideas and fresh approaches are continuously being explored and implemented. 3. Events are planned and executed smoothly and within budget.	
<b>Relationships</b>		
1. Cultivate good relationships with all ODSA departments to help achieve ODSA's strategic goals.		

## 8. Position Requirements

<b>Must Have</b>	<ul style="list-style-type: none"><li>○ Active Christian faith and strong commitment to ODSA’s Christian mission, values and ethos.</li><li>○ Able to maintain a high level of confidentiality.</li><li>○ Able to multitask in a deadline-driven environment.</li><li>○ Good administrative and research skills.</li><li>○ Excellent written and oral communication skills in English and Afrikaans. (Another African language will be of great benefit).</li><li>○ Ability to work proactively, independently as well as collaboratively.</li><li>○ A B.A. Communication, Marketing, Journalism degree or equivalent.</li><li>○ Proficiency in end-user computer applications such as Microsoft Office, i.e., Word, PowerPoint, Excel, etc.</li><li>○ Familiarity with social media platforms (Facebook, Instagram and Twitter).</li></ul>
<b>Highly Regarded</b>	<ul style="list-style-type: none"><li>○ Interest or experience in working in non-profit sector or ministry organisations.</li><li>○ Skills in an African language.</li><li>○ Ability in the Adobe Creative Suite programmes such as Photoshop, InDesign, etc.</li><li>○ Knowledge of WordPress.</li><li>○ Basic image and video editing and graphic design skills.</li></ul>

## 9. Working Environment

ODSA’s Code of Conduct and policies set expectations for all our staff. Everyone at ODSA is responsible for workplace safety both in terms of their own behaviour and taking action to resolve safety issues they become aware of.

ODSA is committed to safeguarding children, the prevention of sexual exploitation, abuse and any kind of bullying or harassment. ODSA uses child-safe recruitment and screening practices and requires staff to complete due diligence Police Checks and to advise ODSA of any changes to their circumstances regarding Safeguarding related offences, during the term of their engagement.

The **Communication and Marketing Assistant** will always carry out his/her responsibilities with due regard to ODSA’s Safeguarding Policies and Guidelines.

ODSA values diversity, and each staff member is expected to demonstrate a commitment to gender equality.