



Road Traffic
Management Corporation

Physical Address
Eco Origin Office Park, Block F
349 Witch-Hazel Street
Highveld Ext 79, 0157
Centurion, Gauteng
South Africa

Email: Info@rtmc.co.za
Tel: (012) 999-5200
Fax: (012) 991-0371

Postal Address
Private Bag X147
Pretoria, 0001

The Road Traffic Management Corporation (RTMC)
is an Agency of The Department of Transport and a
Member of the United Nations Road Safety Collaboration

Multi - Media Specialist

Ref No. RTMC/RSSRM/MMS/2022

Package: Market Related

Position	: Multi - Media Specialist
Unit	: Marketing
Location	: Centurion
Salary Package	: Market Related
Job Purpose	:The Multi-Media Specialist is responsible for planning, implementing, and monitoring RTMC's multi-media strategy in order to increase brand awareness and improve marketing efforts. The incumbent in this role will also be responsible for development of motion creative products pertaining to graphic design concepts and the development of multimedia, videography and photography services.

KEY JOB RESPONSIBILITIES:

- Ensure the implementation of the multimedia strategy for RTMC.
- Implement social and multimedia content plans that are in consistent with RTMC's brand identity
- Implement metrics for measuring multi-media outcomes and determine success of every multimedia campaign
- Provide multimedia design support
- Create consistent, meaningful content on all social media platforms, including writing and editing social media posts and promoting social media campaigns
- Conceptualise and produce multimedia content such as audio, video, animation, infographics, stories etc for the RTMC's website, social medial platforms, lobby monitors, emails and other channels
- Collaborate with marketing team members to identify opportunities that will translate into compelling video and graphic storytelling across platforms.



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- Collaborate closely with marketing team members to implement multimedia into campaigns and other social content
- Develop creative ways to leverage existing initiatives and event for use in multimedia content.
- Identify opportunities that will translate into compelling video and graphic story telling across platforms.
- Implement multimedia into campaigns and other content.
- Implement and distribute the videos across the corporation's digital content channels and find ways to integrate content with other publications.
- Work along with third party videographers' and other vendors/service providers for large scale RTMC projects.
- Integrate technical and visual solutions into a design concept and ensure the content is informative and appealing.
- Ensure that all videos taken for RTMC comply with ICASA and ADA.
- To continuously develop own personal expertise to drive personal growth
- Develop own Individual Development Plan (IDP) reflecting current and future development requirement to drive personal development
- Identify training, certification and conference opportunities to attend that will add value to your personal development and to the RTMC.
- Remain up to date with relevant market trends and incorporate information into your work to add value
- Ensure that opportunities are taken on with a "can-do attitude" and with a focus on continuous learning

QUALIFICATIONS AND EXPERIENCE:

- Matric (NQF Level4)
- B Degree in Graphic Design, Digital Design, Film, or a related field
- A complete portfolio of multimedia design content showcasing your skills and experience



EM: RSSRM

Board of Directors: Mr Z Majavu CD(SA) (Chairman), Ms T Mdlulwa,
Mr T Kgomo, Prof. M Mphahlele, Ms T Thankge, Dr E Thebe, Adv. J Makgatho*
Chief Executive Officer: Advocate MS Msibi
Company Secretary: Ms S Petse
*Departmental Representative



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- In-depth knowledge of software design programmes such as InVision, Adobe Creative Suite, and Sketch
- Relevant postgraduate degree at NQF level 7 (Advantage)
- Three to five (3-5) years' experience in Multi-media management field (Essential)

KEY ATTRIBUTES AND COMPETENCIES:

- Accountability and ethical conduct
- Quality oriented and judgement
- Deadline and task oriented
- Excellent knowledge of storyboarding, visual design principals, and animation.
- Artistic with a keen eye for aesthetics and visually appealing content
- Flexibility and Adaptability
- Must have initiative.

HOW TO APPLY:

- Submit a letter of application (no prescribed template), accompanied by a recent Curriculum Vitae
- Copies of qualifications,
- Copy of Identity Document
- Copy Driving Licence Card

Applications must be forwarded via email to: RSSRMrecruitment@rtmc.co.za

Candidates are requested to clearly indicate the reference number for the position that they are applying for on the email.

NB: Persons with disabilities are encouraged to apply.

Closing date is the 04 March 2022 at 16:30, and no late applications will be accepted.

EM: RSSRM



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The RTMC reserves the right not to make an appointment. Due to the large number of applications, we envisage receiving, applications will not be acknowledged. If you have not received any response from us within 3 months, please consider your application unsuccessful.

Enquiries: Human Capital at (012) 999 5200

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