



Job title	<i>Copywriter</i>
Position Type	<i>Full-Time on Location – Groenkloof, Pretoria</i>
Reports to	<i>Creative Lead (Rozanne)</i>

Who we are: Where we fit In

Belgium Campus iTversity is a private higher education institution in South Africa specialising in IT qualifications. We are a proud member of the UXi Private Education Group along with several other private institutions and confederations:

- **Belgium Campus iTversity (belgiumcampus.ac.za)**
- **IMM Graduate School (imm.ac.za)**
- **Open Window University (owu.edu.zm)**
- **TICON Africa (ticonafrica.org)**
- **ASCON (asconafrika.org)**

Our internal creative agency is looking to expand their team. Our agency shapes how thousands of students and professionals see and engage with our brands across Africa through bold stories, sleek digital experiences, and high-impact print or digital campaigns.

Who we are looking For

- A sharp, versatile copywriter who knows how to craft **persuasive narratives** that convert.
- Someone who can **adapt copy** effectively across print, digital, and social platforms.
- A strategic **multitasker** who excels in a fast-paced team, delivering effective copy with precision under **tight deadlines**.
- Someone who absorbs feedback quickly and retains brand guidelines and target audience nuances.

If you have a knack for capturing distinct brand voices, simplifying complex tech topics into engaging content, and working closely with designers and videographers to bring ideas to life, we want to hear from you.

Duties and Responsibilities

- Craft engaging content for social media, paid campaigns, events and projects.
- Writes informative and educational articles and thought leadership pieces on workshops, conferences and current topics.
- Write video scripts and interview questions.
- Proofread all copy to ensure factual and grammatical accuracy.
- Collaborates with other departments to enhance social media representation.
- Write SEO-optimized articles and optimise website pages.
- Schedule organic social media with a scheduling tool (Social Pilot).
- Collaborate with graphic designers and video editors to conceptualize campaign content.
- Contributes to the development of the social media calendar.

What you need for the job

Directors:
Nigel Tattersall
Ronald Meeske

John Owen Tattersall
Arie Willem Kuyvenhoven

Details:
Belgium Campus iTversity 1 NPC
2001/017971/08

PHEI DHeT Reg No
2003/HE08/001

BBBEE level 3 contributor
01/B-BBEE/2023/00495/GEN



Core Non-Negotiable:

- Excellent English language proficiency.
- Excellent copywriter / storytelling skills.
- Strong knowledge of social media platforms.

Advantageous:

- Social media campaign setup and monitoring.

Soft Skills:

- **Clear and Open Communicator:** Strong verbal and written communication skills to present ideas, unpack briefs constructively, and work closely with cross-functional teams.
- **Collaborator:** Thrives in an open feedback loop; able to pivot ideas smoothly when presented with new angles, data, or creative input from cross-functional teammates.
- **Continuous Learner:** Keeps pace with digital trends, tools, and platforms, actively seeking ways to elevate projects to reach the marketing objective.

Requirements

- Impeccable English written, spoken, and proofreading skills, with exceptional grammar and a keen eye for tone and stylistic nuances.
- Bachelor's degree in English, journalism or any communication related field.
- 2-3 years of copywriting, SEO writing and social media marketing experience.

How to apply

If you are interested in the position, please send us your CV as well as examples of your previous work.
vacancies@belgiumcampus.ac.za.

Note: Applicants who make it to the interview round will be required to complete a writing test.