

## Position: Conversation designer / content specialist

Heartlines, the Centre for Values Promotion, is recruiting for a conversation designer who is able to conceptualise, write and manage conversations via our innovative chatbot, as well as create content for our various programme outcomes. You will be part of our dynamic Communications Team and create content that services both our internal and external stakeholders.

### What does the position entail?

1. Conversation designer for the Fathers Matter WhatsApp chatbot
2. Content creator of multi-form content across Heartlines programmes

The conversation designer is responsible for overseeing the vision and development of all content for the Fathers Matter WhatsApp Coach. This role requires a creative and versatile individual capable of managing the creation of diverse content formats, including short-form scripts, videos, animations, podcasts, written copy, and infographics. In addition, the conversation designer will oversee and refine the end-to-end user journey, working closely with the Technical Lead to deliver an optimal user experience that inspires positive behaviour change.

This role also spans that of content creator, including writing multi-form content, updating our website CMS, and the ability to manage production processes.

### Skills required

- Copywriting expertise, short-form and long-form
- Scriptwriting for multimedia
- Experience in content creation for WhatsApp is an advantage
- The ability to craft authentic conversations and adapt content to ensure cultural and linguistic relevance
- Working knowledge of website content management systems (CMS) and the ability to upload content to the Heartlines website(s)
- Production management experience
- Project management skills are an advantage
- The heart of a team-player and the ability to partner effectively with colleagues, stakeholders and creative teams
- The ability to not lose your cool while managing multiple assignments at once

# HEARTLINES

THE CENTRE FOR VALUES PROMOTION

- Openness to feedback and a collaborative mindset to work with creative and Programme teams, and review the impact of our collective work.

## Values

### As a brand ambassador of Fathers Matter & Heartlines, you'll need to:

- Actively pursue, or strongly resonate with our organisational values.
- Be comfortable engaging with people from various sectors of society – especially in the faith sector
- Understand the value in getting to know the stories of your colleagues – and being open to sharing yours with them
- Have a commitment to positive social change
- Be able and willing to take initiative and work independently
- Be passionate about helping people live their better selves – for the greater good.

### If this sounds like you, submit the following application requirements:

#### 1. Searchable Content Task:

Write a 250-character piece of content to feature on the Fathers Matter WhatsApp Coach. Choose one of the following topics:

- o Helping your child with homework
- o How to manage a child with special needs
- o How to manage when your child is sick

#### 2. Video Script Task:

Write a tutorial-style script for a 2-minute video titled *How to Burp a Baby*.

Send the application requirements above, plus a short CV to [recruitments@heartlines.org.za](mailto:recruitments@heartlines.org.za) by the **31<sup>st</sup> of January 2025**. Mark your subject: "Application: Conversation designer"

Only shortlisted candidates will be contacted for an interview. The position is based in Johannesburg and is largely office-based.