

GOVERNMENT EMPLOYEES PENSION FUND

With more than 1.2 million active members and around 550,000 pensioners and beneficiaries as well as assets worth more than R2.3 trillion, the Government Employees Pension Fund is a defined benefit fund that manages pensions and related benefits on behalf of government employees in South Africa. It is the largest pension fund in South Africa and Africa. The GEPF is currently seeking to appoint a suitably qualified individual with the relevant experience to fill the below role within the Stakeholder Management and Communications Department, in Centurion.

SOCIAL MEDIA OFFICER

Purpose of the role: Provide support in the management of GEPF's brand by designing, implementing and monitoring the Social Media Strategy to boost presence and engagement across all channels.

Key Responsibilities: Social Media Management: • Schedule and assist post content across social media platforms in line with brand and education campaigns • Assist in developing the social media strategy for the present and future, considering organisational and target market needs e.g., expanding into other platforms • Plan, execute, and optimise paid social media campaigns with the media agency to drive traffic, conversation and engagement.

Content Creation and Design: • Work with the Brand Manager to develop content ideas for Facebook, X, LinkedIn, TikTok and YouTube • Assist in developing innovative designs for social media campaigns, marketing assets, and event branding • Design and produce multimedia content for website, digital, social and print material. • Write engaging captions for short and long-form content across social channels Coordinate creative assets and ensure campaigns launch on schedule.

Community engagement: • Monitor and respond to comments, messages, and interactions across all platforms, escalating client queries and providing feedback with the benefits administration and management team • Engage with comments on organic and paid campaigns across all platforms.

Reporting: • Prepare detailed monthly social media performance reports with insights and recommendations.

Qualifying Requirements: • National Diploma(NQF Level 6) Social Sciences, Marketing, Communications, Design or related field • Minimum 2 years relevant experience • Strong understanding of social media platforms, including, Facebook, X, LinkedIn, Instagram and TikTok • Understanding of both classical, digital & social media marketing • Excellent writing and communication skills for crafting captivating captions • Analytical mindset with data interpretation skills to generate insights • Strong analytical, project management, and organisational abilities • Strong sense of empathy and willingness to assist clients with their challenges.

A competitive, market-related remuneration package will be negotiated with the successful candidate.

The GEPF is an equal opportunity employer, committed to employment equity.

No late applications will be considered. Communication will be with short-listed applicants only.

Interested persons are requested to send their CVs to CVS@bataunghr.co.za.

The following supporting documents will be required:
cover letter, detailed CV, recently certified copies of your qualifications and Identity document.

The closing date is: 09th April 2026



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your investment, your future