

- Work with the COO and Sales Lead to develop messaging that resonates with homeowners
- Experiment with community-driven outreach (WhatsApp content, group posts, community pages)
- Manage Bitprop's social media presence with consistency and quality
- Build trust in the Bitprop brand through storytelling and transparent communication
- Track basic marketing metrics (reach, engagement, leads)
- Iterate quickly (publish, learn, improve)
- Work independently and proactively, take initiative, suggest ideas, make things happen
- Keep a consistent pipeline of content flowing out of the business

Requirements

- 1-2 years' experience in an internship or other content creation role (or evidence of content creation/storytelling as a freelancer or for your own project)
- Strong content creation ability (video, photography, editing, storytelling) and experience in a content creation environment for a company or brand
- Excellent writing and communication skills
- Experience producing content for digital platforms (Instagram, Facebook, TikTok, YouTube)
- Ability to engage warmly and respectfully with homeowners in township communities
- Comfortable being on the ground regularly to visit builds, film, interview etc.
- Basic website editing ability (Webflow or similar)
- Highly self-driven and comfortable working with little instruction
- Strong design eye - able to produce clean, simple, professional-looking assets
- Ability to manage multiple projects and deliver consistently
- Cape Town-based, in-office (off Kloof Street, Gardens) with regular visits to project areas (Langa, Eersterivier etc.)

Nice to have:

- isiXhosa proficiency
- Experience supporting sales teams with collateral
- Experience in community-based storytelling
- Experience using tools like Canva, Adobe Premiere, CapCut, Lightroom, Figma
- Basic analytics knowledge (meta insights, simple dashboards)

Culture

✉ info@bitprop.com

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You:

- Are passionate about using entrepreneurship to create change and progress
- Believe in 'finding a way' to make things happen
- Are comfortable with a flexible and changing work environment
- Believe in a meritocratic way of working - your age/seniority etc. doesn't matter
- Are a quick learner
- Work quickly, make mistakes and improve. You fail fast and learn
- Are kind, trusting and work for the interests of the group, not yourself
- Are driven, work hard and always to a very high standard. Your ambition is to achieve objective quality
- Are optimistic about achieving progress on a micro and macro (societal) scale
- Have a high level of integrity and professionalism
- Are excited about being part of solving very difficult problems
- Have the ambition to be part of innovative solutions/an environment that aims to have a tangible impact on the world

How to apply

Please visit www.bitprop.com/careers to view this job listing and to access the application form, where you can complete the application and upload a portfolio. For more information or if you are unsure about whether to apply or not, please reach out to careers@bitprop.com.

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