

JOB DESCRIPTION

Subscriber Liaison

Position:	Subscriber Liaison
Location:	Sandton, Johannesburg
Employment type:	Full-time
Reports to:	Director

ABOUT WORKLAW

Worklaw is an online subscription-based labour law advice and information service, developed in 2003 by some of South Africa's most experienced labour lawyers and updated monthly. It provides subscribers with an online library of labour legislation and case law, weekly and monthly updates on the latest developments and judgments, and detailed practitioner texts on all key aspects of labour law.

PURPOSE OF THE ROLE

The Subscriber Liaison is the primary point of contact for Worklaw's subscribers and is responsible for growing, retaining and supporting the subscriber base. The role combines relationship management, online marketing, website and online-system content management, and day-to-day financial and compliance administration. The successful candidate will be highly organised, commercially aware and comfortable working independently across a broad range of responsibilities.

KEY RESPONSIBILITIES

Subscriber relationship management

- Manage Worklaw's online subscriber database, email distribution list and renewal schedule.
- Maintain regular contact with subscribers across the lifecycle – onboarding new subscribers, supporting renewals and scheduling proactive touch points with each subscriber.
- Identify, contact and re-engage inactive subscribers, including those with failed logins or no recent usage.
- Coordinate the weekly and monthly subscriber communications via email, WhatsApp and in-app messaging.
- Engage prospective subscribers – scheduling meetings, managing trial periods and following up to convert leads.
- Arrange subscriber webinars, and schedule in-house workshops or webinars (including related travel) for organisations with more than 10 subscribers.
- Conduct subscriber polls and feedback initiatives, and report on the results.

Marketing and social media

- Manage Worklaw's LinkedIn and other social media platforms, posting content regularly and responding to queries.
- Maintain consistent brand presence across all platforms and support general marketing initiatives.

Website and online system administration

- Update the website with content.
- Perform routine system checks, including cross-checking the accuracy and integrity of published information.

Finance and administration

- Manage subscriber invoicing, debtors and basic subscriber accounting queries.
- Handle general telephone queries from subscribers and prospective subscribers.

Statutory compliance and governance

- Process VAT, UIF and PAYE submissions and attend to related SARS queries.
- Attend to governance and compliance requirements, including B-BBEE, tax clearance, Standard Bidding Documents (SBD) and COIDA.

General

- Build and maintain relationships with other organisations and associations and assist with ad hoc initiatives as they arise.

SKILLS AND COMPETENCIES

Essential

- Excellent verbal and written communication skills in English.
- Advanced computer literacy, including but not limited to the Microsoft Office suite.
- Strong attention to detail and a systematic, methodical approach to work.
- Sound organisational and time-management skills, with the ability to manage competing priorities.
- Ability to work independently and use initiative.
- Strong problem-solving ability and a client-service orientation.
- Anticipate issues before they arise.
- A professional, well-presented appearance and manner appropriate to a client-facing role.

Advantageous

- Broad understanding of, and interest in, the SA labour law and labour relations fields
- Experience managing social media platforms in a professional or brand capacity.
- Working knowledge of basic HTML.
- Familiarity with South African statutory compliance (VAT, UIF, PAYE, B-BBEE, COIDA).
- Experience with Xero (or comparable accounting software) and a sound grasp of basic bookkeeping.

QUALIFICATIONS AND REQUIREMENTS

- A relevant tertiary qualification (commerce, marketing, law, administration or a related field) will be an advantage.
- Previous experience in a subscriber, client-liaison, project management, online marketing and/or administrative role.
- A valid driver's licence and own reliable vehicle (essential).