

HEAD: CORPORATE COMMUNICATIONS AND STAKEHOLDER RELATIONS

Are you passionate about South Africa? Would you love to do tourism?

An exciting opportunity exists for a Head: Corporate Communications and Stakeholder Relations at South African Tourism's home office in Sandton. This position reports to the GM: Global PR, Communications & Stakeholder Relations. If you possess the required skills, experience and are an energetic team player interested in joining a dynamic organisation committed to developing a better South Africa, we invite you to apply.

Key Outputs:

- Oversee the development and maintenance of a stakeholder strategy and stakeholder map.
- Assist business units to effectively consult and engage stakeholders on relevant projects
- Implement SA Tourism's stakeholder engagement guidelines
- Manage stakeholder satisfaction research projects, including developing and implementing strategies for continually improving stakeholder satisfaction across the business
- Coordinate stakeholder contact through the implementation of a stakeholder contact management system (CRM)
- Advise the Chief Executive Officer (CEO), Executives and other SA Tourism employees on media and public relations matters to develop and maintain a positive image of SA Tourism.
- Prepare briefing notes and speeches for the CEO and other Executives as required.
- Manage key interventions and activities that improve the image and reputation of the SA Tourism.
- Manage negative publicity and initiate corrective measures as required.
- Oversee the production and editorial support for specific papers and articles for journals, magazines, newspapers, books and website activities.
- Respond to public complaints, queries and correspondence.
- Review and approve all external communication content relating to SA Tourism (including SA Tourism's Annual Report).
- Build and maintain good partnerships with key stakeholders at multiple levels of interaction, ensuring stakeholder satisfaction and accountability at all times.
- Provide writing and editorial advice for all publications, promotional material, website content, newsletters and the annual report.
- Manage the internal communications specialist.
- Oversee research to determine internal audience needs and requirements.

- Monitor the execution of the operational plan for the business unit, including budget, performance targets, and measurement metrics and reporting.
- Manage the performance of employees in accordance with policy.

Qualifications and Experience

- A degree in Communications/PR/Marketing/Journalism/Tourism Management or equivalent, preferably with a post graduate area of specialisation
- 8 - 10 years in Public Relations/communications or a related field, of which 3 years should be in management position
- Experience in marketing communications, public relations and media. Tourism experience will be an added advantage.
- Understanding of digital media essential

Knowledge and Understanding of

- The South African media landscape
- South African government priorities and imperatives.
- Performance monitoring, evaluation and reporting frameworks, systems and processes.
- Communications and information management legislative requirements.
- PRISA

Visit us @ www.southafrica.net

Detailed CV to be sent to : Human Capital; brandmarketing@southafrica.net
Closing date : 28 November 2017

Should you have not heard from us within two weeks after the closing date,
kindly consider your application unsuccessful.

No late applications will be accepted.