

INTERNAL COMMUNICATIONS OFFICER

Do you do Tourism? Are you passionate about South Africa? Are you excited about the opportunity of building the greatest brand in an inclusive economy? If yes, a vacancy exists for an Internal Communications Officer at South African Tourism's Head office in Sandton. This position reports to the Head: Corporate Communications and 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:

- Develop and implement comprehensive internal communications plans and tactics that engage employees in understanding, accepting and embracing the organisation's vision, mission and values.
- Develop and implement comprehensive internal communications plans and tactics to share and showcase the work done throughout the various business unit in the organisation
- Measure the effectiveness of internal communications messages and channels on an ongoing basis and develop a strategy as appropriate
- Delivery of communication to all staff members across the world through a range of channels, ensuring ease of access, clarity and consistent messaging - (quarterly newsletters, articles, intranet).
- Formulate and manage the implementation of processes that effectively communicate SA Tourism's internal policies, strategies, standard operating procedures, vision and mission.
- Manage the drafting of internal communication materials and ensure superior editorial standards.
- Develop and implement mechanisms to encourage staff participation and involvement.
- Communicate the annual events calendar to all employees in terms of organised internal and external activities.
- Provide writing and editorial advice for all publications, promotional material, website content, newsletters and the annual report.
- Conduct research to determine internal audience needs and requirements.
- Manage responses to all internal information requests.
- Develop comprehensive staff engagement plan for the CEO
- Manage and monitor the organisation's internal communication programme so that internal stakeholders across the organisation (Head Office and International) are informed of organisational news, issues and direction and have mechanisms for providing feedback to management.

QUALIFICATIONS AND EXPERIENCE:

- Relevant Bachelor's Degree in Communications and/or Public Relations or any relevant equivalent qualification.
- A post graduate degree in Communications and/or Public Relations will be an added advantage
- Experience in marketing communications, public relations and media. Tourism experience will be an added advantage.
- Understanding of digital media would be an advantage

KNOWLEDGE AND UNDERSTANDING OF:

- South African government priorities and imperatives.
- The PFMA and regulations, and other relevant legislation - e.g. the National Strategic Intelligence Act; the National Archives of South Africa Act; the Promotion of Access to Information Act
- 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 : brandmarketing@southafrica.net
Closing date : **26 June 2018**

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.