

REGIONAL PUBLIC RELATIONS AND COMMUNICATIONS OFFICER

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

An exciting opportunity exists for a Regional Public Relations and Communications Officer 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:

- Implement public relations and communications strategy for region through and with in-country agencies as guided by the overall approved South African Tourism's Global Communications Strategy
- Employ insights and analytics to stay abreast of relevant trends in the market in order to drive public relations and communications in line with the SA Tourism strategy and goals.
- Provide advice and guidance where needed on SA Tourism public relations and communications within the region.
- Contribute to assisting regions to amplify their PR and communications work.
- Providing strategic information to the international correspondents based in South Africa regarding the region.
- To manage information going to media, trade and other stakeholders and keep media informed through press releases, digital and other relevant tools within region
- Handle media enquiries
- Provide support by attending trade shows and managing all media engagements for the assigned South African Tourism spokesperson
- Ensure PR & Communications leveraging for all familiarisation trips for the assigned region.
- Develop a working relationship with provincial Tourism Authorities to liaise on media and other trade issues
- Implement crisis communication plan
- Operate within delegated authorisations.
- Adhere to the values of the SA Tourism at all times.
- Prepare monthly reports and make presentations as required.
- Actively participate in management meetings, committees and relevant governance structures.

Qualifications and Experience

- A Bachelor's Degree in PR/Marketing/Communication or equivalent work experience
- 3 to 5 years in Public Relations/communications or a related field
- Experience in marketing communications, public relations and media environments. Tourism experience will be an added advantage.
- Understanding of digital media will be a strong added advantage
- Understanding of media landscape in Africa will be an added 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 : Human Capital; brandmarketing@southafrica.net
Closing date : **27 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.