

CORPORATE AND INTERNAL COMMUNICATIONS MANAGER

An exciting Corporate and Internal Communications opportunity exists at our Head Office in South Africa, to join our Brand and Marketing business unit as a Corporate and Internal Communications Manager. We invite applications from individuals who are passionate about promoting South Africa as a Tourism Destination and possess the required skills and experience.

Purpose of the Role

The Corporate and Internal Communications Manager is responsible for building and maintaining relationships with key stakeholders by developing and implementing SA Tourism corporate communications and stakeholder engagement strategies, identifying stakeholder issues and acting appropriately to address issues and contributing to the overall development and maintenance of SA Tourism's reputation.

Key Performance Areas:

Corporate Communications

- 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.
- Oversee media training for SA Tourism employees.
- Prepare briefing notes and speeches for the CEO and other Executives as required.
- Manage and monitor agency deliverables
- Oversee all assigned public awareness and relations activities.
- Oversee SA Tourism representation at strategic external events by employees.
- Manage key interventions and activities that improve the image and reputation of the SA Tourism.
- Manage negative publicity and initiate corrective measures as required.
- Build and maintain good partnerships with key stakeholders at multiple levels of interaction, ensuring stakeholder satisfaction and accountability at all times.

External Communication

- Oversee all assigned external communications activities.
- Oversee the production and editorial support for specific papers and articles for journals, magazines, newspapers, books and website activities.
- Review and approve all external communication content (including SA Tourism's Annual Report).

- Manage two-way communication with all stakeholders using various communication channels.
- Oversee that accurate and up to date information is provided to all stakeholders all the time.

Manage Corporate Internal Communications function

- Oversee the delivery of communication to all staff members through a range of channels, ensuring ease of access, clarity and consistent messaging - (quarterly newsletters, articles, intranet).
- Ensure quality delivery of the SA Tourism's Annual Report and strategic plans
- Develop comprehensive staff engagement plan for the CEO
- Ensure messages from CEO and the Board as well as key changes/ decisions are properly reflected in communications to stakeholders
- Ensure quality delivery of the SA Tourism's Annual Report, strategic plans and other corporate documents
- Provide writing and editorial advice for all publications, promotional material, website content, newsletters and the annual report.
- Oversee research to determine internal audience needs and requirements.
- Develop and implement comprehensive internal communication plans and tactics that engage employees in understanding, accepting and embracing the organisation's vision, mission and values.
- Develop and implement comprehensive internal communication plans and tactics to showcase the work done throughout the various BU's in the organisation
- Measure the effectiveness of internal communication messages and channels on an ongoing basis and develop a strategy as appropriate.

Corporate Communication Content

- Manage the drafting and editing of the organization's strategic reports: Annual and Strategic reports
- Manage the copy/digital production, printing of the organization's reports
- Draft Minister, chairperson and CEO forewords for internal and external publications
- Draft articles on behalf of the CEO, Minister for internal and external publications
- Draft speaker notes for CEO and Minister for SA Tourism events
- Draft media statements on corporate issues to be utilized for media and stakeholder queries

Minimum Qualifications and Experience

- Bachelor Degree/ 3-year Diploma in Communications/PR/Business Management/International Relations or relevant field with 4 years Middle Management experience
- 5 -7 years' work experience in Communications and/or Stakeholder Relations field, or similar environment, of which at least 4 should be in management.

- Skills and Knowledge: Good leadership skills. Excellent financial management skills. Strategic development, excellent project management. Reporting writing skills. Good writing and verbal communication skills, Computer literacy. Good networking skills. Stakeholder's relations and Secretariat Services, public speaking, strategic goal and objectives

Knowledge and understanding of:

- Government priorities and imperatives
- Legislation and regulations that govern the Public Service e.g. the Public Service Act
- 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
- Relevant legislation and regulatory requirements namely PFMA, Treasury Regulations and Frameworks on performance information and strategic plans
- King 3 principles
- Communications and information management legislative requirements.
- All Public Service systems.

Visit us @ www.southafrica.net

Detailed CV to be sent to : hr@southafrica.net
Closing date : 17 December 2021

Important note:

People with disabilities are encouraged to apply. Due to a large amount of correspondence we envisage receiving, only shortlisted candidates will be contacted. Should you have not heard from us Four weeks after the closing date, kindly consider your application unsuccessful. No late applications will be accepted.