

## **BRAND PUBLIC RELATIONS MANAGER**

An exciting opportunity exists for a Brand Public Relations Manager in the Brand and Marketing Business Unit at South African Tourism's Head office in Sandton. This position reports to the GM: Global Public Relations, Communication 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.

### **Purpose of this position:**

Manage and execute the global brand public relations strategy in the key areas of content creation and management, media relations to enhance SA destination brand awareness and positivity.

### **Key Outputs:**

- Develop and implement media partnerships strategy to drive higher brand positivity and awareness.
- Engage with stakeholders using PR strategies to better position and showcase South Africa as an attractive leisure and business events destination.
- Manage social network and media buy business partners.
- Develop and manage the generation of brand content.
- Manage brand messaging and distribution and optimise technical operations to showcase south Africa as a tourist destination.
- Manage brand PR in a proactive manner.
- Implement crisis communication plan.
- Proactively plan and manage strategies and content for media interactions and broader reputation management within region.
- Contribute to the PR and Communications Business Planning process for SA Tourism regions and hubs.
- Contribute to the delivery of Brand PR and Communications objectives of SA Tourism Global Hubs.
- Manage the outsourced Brand PR service providers.
- Implement global public relations and communications strategy for region through and with in-country agencies as informed by the overall global Brand PR strategy.
- Provide strategic information to the international correspondents based in South Africa regarding the region.
- Manage information going to media, trade and other stakeholders and keep media informed through press releases, digital and other relevant tools within region.

## **QUALIFICATIONS AND EXPERIENCE**

- A Bachelor's Degree in PR/ Marketing/Communication or equivalent work experience.
- 5 - 7 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 also be an added advantage.

## **KNOWLEDGE AND UNDERSTANDING OF**

- 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.
- Government priorities and imperatives.
- Performance monitoring, evaluation, and reporting frameworks, systems, and processes.
- Communications and information management legislative requirements.
- Relevant legislation and regulatory requirements namely PFMA, Treasury Regulations and Frameworks on performance information and strategic plans
- All Public Service systems.

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Detailed CV to be sent to : [brandmarketing@southafrica.net](mailto:brandmarketing@southafrica.net)

Closing date : 10 June 2022

### **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.