

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 the country
- Manage social network and media deals
- Oversee 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
- Develop and Implement crisis communication plan
- Proactively plan and manage strategies and content for media interactions and broader reputation management within region
- Oversee PR and Communications aspects of Business Planning for SA Tourism Global Hubs alongside Media Specialists
- Oversee delivery of Brand PR and Communications objectives of SA Tourism hub teams
- Manage the outsourced Brand PR service providers
- Implement global public relations and communications strategy for region through and with in-country agencies.
- Provide strategic information to the international correspondents based in South Africa regarding the region.
- Develop a "ways of working" SOP with in country teams and related PR agencies
- 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.

Visit us @ www.southafrica.net

Detailed CV to be sent to : brandmarketing@southafrica.net

Closing date : 10 June 2022

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.