

## **REGIONAL PUBLIC RELATIONS & COMMUNICATIONS OFFICER**

### **12 MONTHS FIXED-TERM CONTRACT**

An exciting public relations opportunity exists at our Head Office in South Africa, to join our Brand and Marketing business unit as a Regional Public Relations & Communications Officer. 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 Regional Public Relations & Communications Officer role exists to assist the GM: Global Public Relations, Communications and Stakeholder Relations to implement global communication strategies and to contribute to the development of plans and messages for various business units and regional business partners within South African Tourism. Plans include execution and public relations strategy implementation, management and execution, reputation management, media relations and content development.

#### **Key Performance Areas:**

##### **Regional Operational Implementation**

- Develop and select the key and relevant messages and communication channels.
- Employ insights and analytics to stay abreast of relevant trends in the market to drive public relations and communications in line with the SA Tourism strategy and goals.
- Implement Global Public Relations and Communications strategy for regions through partnering with in-country teams.
- Write communication messages (announcements, newsletters, speeches, presentations) as informed by the Global Public Relations and Communications strategy for regions through partnering with in-country teams.
- Provide advice and guidance where needed on SA Tourism public relations and communications within the region.

##### **Global PR Leveraging**

- Assisting regions to amplify their Public Relations and Communications work.
- Leveraging of global media advertising deals to further drive the Global Brand messaging and influence narrative.
- Develop and implement a content plan and a roll out strategy.
- Drive digital PR to manage the brand online to manage the brand's reputation
- Create and share valuable content on digital platforms to attract and retain customers.

### **Maintain relationships with media, trade, and relevant stakeholders**

- To manage information going to media, trade and other stakeholders and keep media informed through various communication tools and tactics including digital tools
- Provide relevant information to the international correspondents based in South Africa.
- Develop communication channels which will ensure flow of information to media, trade, and other stakeholders within region
- Develop a working relationship with provincial Tourism Authorities to liaise on media and other trade issues

### **Media and Reputation Management**

- Monitor media coverage daily and develop tactics informed by the outcomes of media monitoring
- Monitor conversations on digital platforms including all social media platforms and use that to proactively plan strategies and manage tactics and content for media and trade interactions and broader reputation management within region.
- Implement crisis communication plan as informed by the unit's overarching Crisis Management Strategy

### **Minimum Qualifications and Experience**

- A Bachelor's Degree in PR/Marketing/Communication or equivalent work experience.
- 2 - 3 years in Public Relations/ Communications or a related field.
- Understanding and experience of Digital Media.
- Experience in marketing communications, public relations, and media environments. Tourism experience will be an added advantage.
- Excellent writing skills

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



SOUTH AFRICAN TOURISM

Detailed CV to be sent to : [brandandmarketing@southafrica.net](mailto:brandandmarketing@southafrica.net)  
Closing date : 22 April 2024

**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.**