

## **CORPORATE AND INTERNAL COMMUNICATIONS MANAGER**

South African Tourism is seeking a dynamic and skilled Corporate and Internal Communications Manager, reporting to the GM: Global Public Relations, Communications & Stakeholder Relations, to join our Brand and Marketing business unit. This pivotal role is ideal for a communications professional who is passionate about building stakeholder relationships, protecting organisational reputation, and delivering impactful, high-quality internal and external communications.

### **Purpose of the Role**

The Corporate and Internal Communications Manager plays a key role in enhancing South African Tourism's reputation and visibility through the development and execution of integrated communication and stakeholder engagement strategies. The incumbent is responsible for driving strategic messaging, fostering internal alignment, leveraging digital innovation, and ensuring consistent, transparent, and engaging content and communication with both internal and external stakeholders.

### **Key Performance Areas:**

#### **Corporate Communications**

- Develop and implement strategies that uphold and enhance SA Tourism's public image.
- Coordinate media training for key spokespeople.
- Draft executive communications including speeches and briefing notes for the CEO and other senior leaders.
- Manage corporate representation at selected public events and awareness campaigns.
- Foster and sustain relationships with key stakeholders across all levels.

#### **External Communication**

- Oversee assigned external communication initiatives across multiple platforms.
- Manage editorial processes for the production of content for the corporate website, media website and other digital content in collaboration with ICT and digital teams.
- Drive innovation in digital storytelling and content formats to improve engagement and audience reach.
- Lead content development for key corporate publications including the Annual Report and newsletters.

#### **Internal Communication**

- Develop and deliver a comprehensive internal communication plan across various relevant channels.
- Implement assigned leadership engagement and messaging plans to enhance staff connection and alignment.
- Ensure SA Tourism organisational updates, are clearly and consistently communicated with staff.
- Collaborate with internal teams to support the production of compliant corporate reports.

#### **Content Development**

- Draft and edit high-impact communication materials, including:
  - Strategic reports (Annual and Strategic Plans)
  - Ministerial, Board Chairperson, and CEO forewords
  - Media statements and articles for public dissemination for assigned projects
  - Speaker notes for public appearances and events for assigned projects

#### **Minimum Qualifications and Experience:**

- Bachelor Degree or 3-year Diploma in Communications, Public Relations, Business Management, International Relations or relevant field.
- Minimum of 5-7 years' experience in communications and/or stakeholder relations, including 4 years at middle management level.
- Proven ability to lead, manage budgets, and execute strategic communication initiatives.

#### **Skills and Competencies:**

- Exceptional writing, editorial, and verbal communication skills
- Strategic thinking with attention to detail and results-driven execution
- Strong project management and stakeholder engagement capability
- Proficiency in digital platforms, tools, and content management systems
- Ability to integrate digital innovation into communication strategies
- Solid understanding of digital analytics to evaluate communication effectiveness
- Public speaking, media handling, and content creation expertise

#### **Knowledge and understanding of:**

- Understanding of government policies, strategic priorities, and compliance frameworks (PFMA, Public Service Act, Treasury Regulations)
- Familiarity with King III principles of governance
- Knowledge of national legislation related to communication and information management
- Awareness of public service systems and reporting structures.

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Detailed CV to be sent to : [brandmarketing@southafrica.net](mailto:brandmarketing@southafrica.net)  
Closing date : **16 May 2025**

**South African Tourism is an equal opportunity employer. We encourage applications from individuals who are passionate about shaping the global image of South Africa through compelling storytelling, digital innovation, and stakeholder engagement.**

#### **Important note:**

**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.**