

PUBLIC RELATIONS AND COMMUNICATIONS COORDINATOR

An exciting opportunity exists for a Public Relations and Communications Coordinator in the Brand and Marketing Business Unit at South African Tourism's Head office in Sandton. This position reports to the Corporate and Internal Communications Manager. 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.

KEY PERFORMANCE AREAS

- Support Corporate and Internal Communications Manager with the delivery of communication to all staff members through a range of channels, ensuring ease of access, clarity, and consistent messaging
- Support in the development of tactical internal communications campaigns
- Form part of the editorial team to produce a Monthly newsletter targeted at SA Tourism Staff and members of tourism trade
- Support Corporate and Internal Communications Manager in ensuring that the most updated information is provided for the Intranet
- Support and coordinate the provision of writing for all publications, promotional material, website content, newsletters and the annual report.
- Work with Agency on Weekly status reports
- Support in the management of PR and Media events and media hustings.
- Assist with departmental travel and other administrative duties
- Monitor the organisation's internal communication programme so that internal stakeholders across the organisation (Head Office and International) are informed of organisational news, issues, and direction and have mechanisms for providing feedback to management.
- Support the monitoring of media coverage pertaining to South African Tourism and the overall south African tourism sector.
- Work with Agency on keeping media database relevant,
- Coordinate all media interview requests that come through the media queries portal

QUALIFICATIONS AND EXPERIENCE

- National Diploma in Communications and/or Public Relations/Brand Communications or any relevant equivalent qualification.
- 2 -3 years' relevant experience in Public Relations/Communications or a related field.
- Experience in marketing, communications, public relations, and media environments
- Have excellent writing skills
- Digital Public Relations (PR) skills will be an added advantage
- Tourism experience will 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.

QUALITIES

- Customer/Stakeholder Focused
- Motivated
- Resilient
- Team Player
- Reliable

Visit us @ www.southafrica.net

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

Closing date : 26 September 2025

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 not have heard from us in four weeks after the closing date, kindly consider your application unsuccessful.

No late applications will be accepted.