

COMMUNICATIONS AND MARKETING MANAGER ADVERT

To manage the provision of strategic communication, public relations, events management and marketing services that promote the EWSETA profile, promote optimum visibility, create awareness of the EWSETA as a thought leader and preferred business partner and effectively position the SETA in the sector and broader community as an Authority.

1. Brief Overview of the Role.

The Communications and Marketing Manager has the following focus areas:

1. Coordinating, developing and leading the implementation of a stakeholder engagement strategy and strategic communications plan that effectively position and promote the EWSETA as the skills development authority within the sector.
2. Developing communication and marketing content emphasising the EWSETA as a thought leader and preferred business partner.
3. Planning, implementing and coordinating strategic communication initiatives, advertising campaigns and marketing events thereby promoting and enhancing stakeholder engagement and participation rates.
4. Developing a “business partner” approach with and identifying the marketing and strategic communication needs of internal stakeholders and ensuring the production of such within the established CI and Communication guidelines.
5. Maintain the CI Manual of the organisation and ensure all CI templates are standardized and disseminated for use across the organisation to enhance the professional image of EWSETA.
6. Develop department business processes and service delivery charter aligned to the new operating model and ensure implementation
7. Coordinating and activating procedures and protocols for dealing with adverse situations impacting on the EWSETA’s public profile.
8. Managing the design, development and updating of digital platforms.
9. Creation and dissemination of internal communication.
10. Development and co-management of the EWSETA Employee Engagement Strategy with HR, to support the adoption of a high-performance culture within the organisation.
11. Developing the annual report, integrated reports and other publications in accordance with legislative frameworks where applicable.
12. Establishing and maintaining a Records Management System for the department in line with all legislative frameworks.

13. Ensure the implementation and adherence to the EWSETA POPIA Compliance Framework.
14. Drive Change Management Initiatives within the department to support related projects' broad adoption.

2. Key Responsibilities

1. EWSETA Strategic Communication and Marketing Strategy Development, Implementation and Monitoring
2. Stakeholder Engagement Strategy
3. Branding
4. Public and Media Relations
5. Digital Platforms Management
6. Event Management and Administration
7. Annual Reports and Publications
8. Marketing Services
9. Records Management and Data Security
10. People Management
11. Governance
12. Risk Management
13. Financial and Asset Management

3. Requirements of the Role

Inherent Role Requirements		
Requirement	Minimum	Advantageous/Ideal
Qualifications:	B Degree or equivalent (NQF level 7) in relevant field, e.g., Marketing/Communications/Public relations/Media Relations or related	Post-Graduate Degree or equivalent (NQF level 8) in relevant field
Experience:	<ul style="list-style-type: none"> • 5-7 years of experience in relevant function of which 3 years in a management/supervisory capacity • Demonstrable experience of Public Relations, marketing, Internal Communications, Website Management, Digital media and Media Liaison 	<ul style="list-style-type: none"> • 7 to 8 years' experience in relevant function environment of which at least 4 years should be in a management/supervisory capacity • Experience in a SETA environment
Training:	<ul style="list-style-type: none"> • Advanced Computer Literacy (MS Office package) 	<ul style="list-style-type: none"> • Project Management • Event Management • Digital Media • Graphic Design

Inherent Role Requirements		
Requirement	Minimum	Advantageous/Ideal
Professional certification and membership of professional bodies	Not applicable	Relevant, recognised professional bodies in South Africa, e.g., <ul style="list-style-type: none"> • The Marketing Association of South Africa (MASA) • Public Relations Institute of Southern Africa (PRISA)

4. Competency Requirements

Competency Requirements	
EWSETA MANAGEMENT COMPETENCIES (REFER TO EWSETA'S COMPETENCY FRAMEWORK)	<ul style="list-style-type: none"> ▪ Building Client Loyalty ▪ Aligning performance for success ▪ Coaching ▪ Building a successful team ▪ Continuous improvement
EWSETA CORE COMPETENCIES (REFER TO EWSETA'S COMPETENCY FRAMEWORK)	<ul style="list-style-type: none"> ▪ Stakeholder orientation ▪ Building collaborative working relationships ▪ Driving for results ▪ Continuous learning ▪ Quality Orientation ▪ Demonstrating personal integrity
KNOWLEDGE	<ul style="list-style-type: none"> ▪ Communication practices and processes ▪ Public Relations principles and processes ▪ Media liaison principles and processes ▪ PFMA, SDLA, SDA and all other legislation that is applicable to a SETA environment ▪ Event Management ▪ Website design ▪ Multimedia communication ▪ Social media ▪ The Skills Development ecosystem ▪ Stakeholder management frameworks ▪ Energy and Water Sector Knowledge ▪ Employee engagement frameworks and practices

Competency Requirements	
SKILLS (NOT LISTED IN EWSETA'S COMPETENCY FRAMEWORK)	<ul style="list-style-type: none"> ▪ Fluency in English both oral and written ▪ Professional writing ▪ Editing skills ▪ Verbal and Written Communication ▪ Interpersonal Skills ▪ Public Speaking ▪ Presentation Skills ▪ Negotiation Skills ▪ Relationship Building and Networking
ATTRIBUTES (NOT LISTED IN EWSETA'S COMPETENCY FRAMEWORK)	<ul style="list-style-type: none"> ▪ Diplomacy ▪ Persuasive ▪ Creative ▪ Resilient ▪ Confidence to interact at all levels and cross functionally ▪ Deadline driven ▪ Initiative and assertive ▪ Tolerant of stress and pressure ▪ Proactive ▪ Results/Goal oriented ▪ Decisive and able to quickly react to changing environments

5. Application Process

Please see attached the full detailed Job Description for the role of the Communication and Marketing Manager.

CVs and Certified Qualifications of suitably qualified persons must be forwarded to newrecruitment@ewseta.org.za by no later than the Close of Business 09 October 2023 (i.e. by 16:30 p.m.). Enquiries may be directed to the HR Manager at 010 109 3250 or Mthenjwa Radebe at mthenjwar@ewseta.org.za. Applications received after the closing date will not be considered.

Correspondence will be limited to shortlisted candidates. EWSETA reserves the right not to make an appointment/s for the advertised post.

Appointment will be made in line with the EWSETA Employment Equity targets.

NB: Please use the name of the position on the subject line of your application email.