



STRATEGIC COMMUNICATIONS SPECIALIST ADVERT

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Develop and implement a stakeholder engagement and strategic communications strategy and plan to enhance the EWSETA's profile as a thought leader in the energy and water sectors through strategic communication. To position the EWSETA as a leader in its field through best-in-class content so that energy and water industry stakeholders associate the EWSETA with insight, thought-leadership and authority.

1. Brief Overview of the Role.

The Strategic Communications Specialist has the following focus areas:

1. Curating high quality content aligned to strategic focus areas – copywriting, sourcing, editing and publishing relevant articles, case studies, videos, research papers, guest blog posts, podcasts, infographics and white papers from EWSETA executives, managers and subject-matter experts.
2. Sharing the EWSETA's perspective with journalists and analysts. Proactively offering commentary on industry trends via e-mails and press releases.
3. Arranging speaking engagements in front of key audiences for EWSETA executives, managers and subject matter experts at reputable trade shows or conferences.
4. Building Third-Party Advocacy – Identifying and building relationships with third-party influencers (analysts, academics, sector stakeholders, etc.) to create a group of people who can promote EWSETA's reputation through their personal engagements
5. Leveraging social media.
6. Coordinating the EWSETA's participation in sector opportunities to raise its profile.
7. Creating opportunities for EWSETA subject matter experts to engage with the relevant stakeholders in various types of in-person and virtual events.

Collaborate with the relevant stakeholders to form strategic partnerships that will elevate the EWSETA's profile as a thought leader and AUTHORITY in the Energy and Water Sectors.

2. Key Responsibilities

1. Stakeholder Engagement Strategy and Strategic Communication Plan Development and Implementation.
2. Communications Support
3. Annual Report
4. Internal Communications
5. Brand Image

6. Public and Media Relations
7. Event Support
8. Digital Platforms
9. Budgeting
10. Teamwork and Self-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., Communications/Public Relations or related	Post-Graduate Degree or equivalent (NQF level 8) in relevant field, e.g., Communications/ Public Relations or related
Experience:	<ul style="list-style-type: none"> • 4 – 7 years' experience in strategic communications, public relations, event management • Experience in proactively building relationships with media and event partners, and in successfully positioning subject matter experts to achieve national and/or industry specific recognition 	<ul style="list-style-type: none"> • Experience in Thought Leadership Marketing • Experience in the Educational/ Skills Development industry
Training:	<ul style="list-style-type: none"> • Advanced Computer Literacy (MS Office package) 	<ul style="list-style-type: none"> • Project Management • Digital Marketing
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 PREREQUISITE COMPETENCIES	<ul style="list-style-type: none"> ▪ Operational Decision Making ▪ Initiating Action ▪ Planning and Organising

Competency Requirements	
(REFER TO EWSETA'S COMPETENCY FRAMEWORK)	<ul style="list-style-type: none"> ▪ Communicating with Impact
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 and Marketing practices and processes ▪ PFMA, SDLA, SDA and all other legislation that is applicable to a SETA environment ▪ Event Management
SKILLS (NOT LISTED IN EWSETA'S COMPETENCY FRAMEWORK)	<ul style="list-style-type: none"> ▪ Professional Writing ▪ External events and media relations ▪ Fluency in English both oral and written ▪ Project management ▪ Planning and Organising ▪ Verbal and Written Communication Proficiency ▪ 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"> ▪ Detail Consciousness ▪ Persuasive ▪ Creative ▪ Resilient ▪ Confidence to interact at all levels and cross functionally ▪ Deadline driven ▪ People orientated ▪ Diplomacy ▪ Initiative and assertive ▪ Tolerant of stress and pressure ▪ Proactive

Competency Requirements

- 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 Strategic Communications Specialist.

CVs and Certified Qualifications of suitably qualified persons must be forwarded to newrecruitment@ewseta.org.za by no later than the Close of Business 20 September 2024 (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.