

DATE ADVERTISED: 29 APRIL 2024



VACANCY

MANAGER: CORPORATE COMMUNICATIONS: HEAD OFFICE PERMANENT CONTRACT: GRADE 16 - (Total Cost to Company)

KEY DUTIES AND RESPONSIBILITIES

The role is responsible for content management, internal and external communications. The functions related to content management entail the collation of communication related collateral and quality assuring of information and content for corporate reports, speeches, ECDC website, articles, newsletters, magazines and other the external communication and marketing material. In addition to this, the incumbent will be responsible for internal communications functions which entails the design, development, and maintenance of an intranet, issuing of internal communication notices and information, and coordination of organisational wide content for internal stakeholder engagements. The role involves managing the digital communications platform which entails development and management of social media platforms and continuous content updates of the website. The incumbent will also be responsible for Media Relations Management and monitoring as well as brand management and publications management development of content for website and external communication and marketing material. Internal communications functions entail the design, development, and maintenance of an intranet, issuing of internal communications notices and coordination of organisational wide internal stakeholder engagements. Digital communication entails social media and continuous updates of the website platform.

The Key Performance Areas will encompass:

Content Generation and Management

- Responsible for building a brand identity and online presence through the creation and dissemination of multimedia content online.
- Develop various organisational internal and external electronic and hard copy documentation like magazines, information brochures, investor, and board packs, etc.
- Collate valuable information, track quality and lucrative flagship projects and worthy milestones created as source of attraction to ECDC's products and services.
- Develop content of good quality for the Corporate Plan and reports for circulation to all relevant stakeholders and ECDC clients.
- Revise the relevance and content generated to ensure that ECDC's integrity and reputation in the form of updates on corporate information, reports, and marketing material is maintained and aligned with the market.
- Monitor and evaluate progress made and report to the Senior Management, as well as mitigate risks that might arise.

Website and External Communication

- Develop social media strategy for the organisation and manage the day-to-day social media platforms, as well as manage and oversee website and social media content creation.
- Develop, implement, and manage the company's social media and website strategy, and report on key performance indicators.
- Sharing content to raise brand awareness and monitoring web traffic and metrics to identify best practices.

- Build a brand identity and online presence through the creation and dissemination of multimedia content online.

Design, development and maintenance of Intranet.

- Drive and manage the continuous development and upgrade of the business internal communications app and external website.
- Develop content for various campaigns through various marketing channels and keep abreast with the latest digital marketing and social media best practices and technologies.
- Collaborate with the development team in designing content for online portal and SMS/email campaigns for ongoing sales / additional services.
- Monitor, evaluate and report progress weekly on digital campaign and platforms' performance.

Management and Coordination of Organisation-wide Stakeholder Engagement

- Lead the development and implementation of stakeholder management strategies.
- Build and maintain excellent and highly effective working relations with other agencies, key community leaders and groups of influence to ensure organisational goals are met.
- Build and lead an effective team that works collaboratively towards achieving the organisation's goals.
- Gauge the performance of the various teams and recommend areas that need improvement and changes to achieve the targets.
- Direct, lead and manage strategic and mission critical stakeholder engagements.
- Design and management of stakeholder related special projects and assess stakeholder management risks and implement mitigation measures.
- Identify staff development and training to achieve the overall organisational objectives.
- Work in partnership across the ECDC business to foster a collaborative employee and stakeholder engagement focus.
- Represent in key development forums and platforms and develop / oversee organization-wide stakeholder management programme.
- Develop and manage relationships with all internal and external stakeholders and implement customer service management via digital platforms.

Digital Communication

- Oversee the execution of content for the ECDC's digital platforms, and strategize, implement, and oversee the production of digital marketing campaigns for ECDC's programmes.
- Create and distribute timelines for each campaign, and oversee output in collaboration with project managers, also liaise with them and client to ensure projects are represented well on all platforms.
- Social Media Platform- Conceptualise and implement new and creative digital growth strategies for ECDC and associated projects.
- Plan digital marketing campaigns for projects, including website, email, social media, and display advertising.
- Provide strategic direction to Digital Communications team to ensure campaigns are implemented in line with project and business goals.
- Manage and execute campaigns to drive sales within existing base as well as customer feedback / satisfaction surveys on existing services/products.
- Measure the success of digital campaigns, suggest, and implement tactics to improve performance.

Budget Management of the Section

- Analyse trends, operating requirements and prepare capital and operating plans/estimates to determine funding for the budgeted projects.
- Manage and control the capital and operational budget of the section to ensure effective and efficient functioning within budgetary constraints of ECDC.
- Evaluate the section's performance against the approved budget and addressing deviations/variances.
- Authorise payment vouchers, requisitions, etc. regarding expenditure as delegated.
- Sound planning and forecasting of capital expenditure within area of responsibility.
- Compile budget inputs in accordance with policies, procedures, and legal requirements.
- Sound planning and forecasting of capital expenditure within area of responsibility.

MINIMUM REQUIREMENTS

- Bachelor's degree in communications, Journalism, Marketing, Media Studies, or Public Relations
- A minimum of seven (7) years working experience in communications, public relations, or marketing role of which years (3) years must be at management or supervisory or consultancy level.

This is a permanent position, and the successful candidate will be subjected to signing of a performance contract and verification of qualification. If you have not been contacted within eight (8) weeks after the closing date of the advertisement, please regard your application as unsuccessful.

In making these appointments, ECDC reserves the right to apply the principles enshrined in the Employment Equity Act, its policies, and plans.

Please send your detailed CV and certified copies of qualifications to
The Human Resources Department
Tel: (043) 704 5620
Email: humanresources@ecdc.co.za
Closing date: 09 May 2024
