

Job Specification & Recruiting Profile of Vacancy

23 July 2023

The following vacancy exists at NSFAS in Cape Town.

Position	Senior Manager: Corporate Communications	Type & Grade	D2 - D3, Permanent
Vacancy No	16 of 2023/24	Department & Unit	Corporate Services

POSITION OVERVIEW:

The main purpose of the job is to tell the NSFAS story across multiple platforms, digital and traditional; build communication support for the aims and work of NSFAS. The role of the Manager is to develop strategies and creates trusted, objective information and inclusive messages that enable stakeholder engagement in the work of NSFAS. It delivers public relations campaigns, in line with the strategic communications objectives set by the Executive Office (EO).

RESPONSIBILITIES:

Content development, publications, writing, and editorial services

- Develop and maintain publication production processes, plans, and material to promote NSFAS.
- Establish and lead the editorial and content-generating team.
- Review, update, and publish relevant content in line with government policy changes, and

NSFAS guidelines

- Create content intended for multiple stakeholders – students, higher education institutions, SETAs, and the public
- Create content that shapes audience perception and drives influence.

Increase organizational ability to communicate effectively

- Build public information material library, and update guidelines on communications activities
- Through training and advisory support, strengthen the ability of the Executive Office to clearly communicate to different audiences.
- Campaign development and management

Plan and design a national communications strategy

- Lead the design and implementation of the communications strategy.
- Manage the communications to carry out all activities outlined in the operational plan.
- Coordinate and manage all publications, including content management, norms for publishing, design, liaison with printers and other suppliers to oversee production and supervision of publications dissemination.
- Introduce a single editorial outlook with a style guide.

Online/ Digital Communication

- Maintenance of corporate website & student portal website to meet corporate requirements in cooperation with the ICT Department.
- Preparation of information for the websites ensuring consistency, relevance, and timeliness of the materials, increasing, and maintaining multimedia content.
- Design and maintain a self-service channel for students Establish an online/ electronic newsletter.

Media Engagement and Reputation Management

- Develop key messages for the organisation that are proactive.
 - Guidelines and procedures for the coordination of communications internally and externally in the event of an emergency or controversial issue.
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- Set and influence the media agenda
- Establish and implement the Rapid Response system.
- Consistent professional standards in line with the government communication protocol.
- Media management processes.
- Correcting inaccurate media reporting
- Put in place media monitoring mechanisms to listen to sentiments and measure the reaction of the audience.
- Speak on behalf of NSFAS in the media as the Spokesperson.

Community Outreach, and Public Education

- Lead promotional activities to position NSFAS as a leader in student funding.
- Increase coverage and understanding of the NSFAS' work across 9 provinces.
- Format, package, and present NSFAS products in the form of factsheets, and brochures for learners to apply for funding.
- Partner with government agencies, and municipalities for the implementation of the outreach and public education strategies.

Internal Communication and Engagements

- Strengthen internal communications by increasing information sharing.
 - Internal events management and protocol
 - Management of NSFAS reception services
 - Monitor departmental compliance with the NSFAS Brand Book & communications policies
 - Updated database of employees for the purpose of internal communication during crisis
 - Visitor management system
 - Operation and management of the telephone switchboard in accordance with the appropriate protocol. Weekly check and test of all lines.
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- Support knowledge building and knowledge sharing in the organisation.
 - Work with HR and Facilities Management to implement corporate dress code, office etiquette and protocol for employees.

Leading high-performance teams.

- Plan and monitor own work and the work of the team, pay attention to details and deliver quality work by the deadline.
- Set, control and report on key performance areas and performance contracts.
- Coach, mentor and train the team and develop reports for performance improvement, career progression and recognition purposes.
- Manage subordinates to meet organisational and best practice solutions, this will include coaching and developing team members.

DESIRED SKILLS AND EXPERIENCE

Minimum requirements:

- National Diploma in Public Relations, Journalism or Communications
 - At least 8 to 10 years in public relations, corporate communications, and desktop publishing.
 - 5 years' proven record in writing and editing.
 - 5 years' experience in the production of the corporate publication.
 - 5 years' experience in media management and engagement.
 - At least three years' management experience, which should include experience in dealing with budgets, business planning, staff development and staff management.
 - Proven track record of being a public relations manager or equivalent.
 - understanding of the higher education landscape and the political climate that dominates student politics
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Preferred

- Bachelor's degree in Public Relations, Journalism or Communications
- Newsroom knowledge
- Project management experience
- Understanding of publications production processes
- Knowledge and experience in bringing about change

Skill and Competencies:

- Maintain an optimistic attitude.
 - Personable, well presented, and pro-active
 - Writing skills appropriate for varied audiences
 - Inquisitive mind and good self-awareness
 - Assertiveness and ability to pre-empt issues
 - Team- player
 - Communication, negotiation, interpersonal and management skills
 - Negotiation skills
 - Interpersonal relationship skills
 - Analytical skills
 - Strategic and visionary leadership skills
 - Building interpersonal relationships
 - Decision-making and problem-solving skills
 - Building strategic alliances and partnerships
 - Emotional intelligence and political sensitivity
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- Systems & Flexible thinking
 - Influencing skills
 - Strategic thinking
 - Resilience
 - Proven business and management skills
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REMUNERATION & BENEFITS

Remuneration Package: R1 024 898 – R1 306 245 per annum

Total Cost to Company per annum inclusive of all benefits and company contributions.

PLEASE NOTE

Closing date: 06 August 2023

Interested applicants must complete and submit an **Employment Application Form** available on the NSFAS website. The form must be supported by a detailed Curriculum Vitae which includes amongst other things the vacancy name/position title you are responding to, copies of academic qualifications, Identity Document, and names of three contactable referees. The response must be addressed to the attention of Mr. Sive Hlobo via the following email address: jobs@nsfas.org.za.

Please note the following contact details are for enquiries about **JOB CONTENT ONLY** and **NOT** for application purposes.

For Enquiries please contact: Email: Siveh@nsfas.org.za

The NSFAS does not consider late applications. The NSFAS talent acquisition team only corresponds with Shortlisted Candidates. Should you not hear from the NSFAS talent acquisition team within 2 months from the closing date, please consider your application unsuccessful.

**** NSFAS committed to employment equity. Preference will be given to candidates who improve employment equity considerations ****

“NSFAS is committed to providing equal opportunities and practicing affirmative action employment. It is our intention to promote representivity (race, gender, disability) in the organisation through filling of this position and candidates whose appointment will promote representivity will receive preference. “
