

VACANCY AD – 2018 (DEADLINE: 19 SEPTEMBER 2018)

1. POSITION DETAILS

Position Title:	Communications and Marketing Specialist
Location/Area:	South African Cities Network (SACN) Main Office Braamfontein, Johannesburg
Position Reporting To:	Executive Manager: Governance and Communications
Grade:	B (Experienced Communications Specialist)
Start Date:	ASAP / 01 November 2018

INTRODUCTION

The [South African Cities Network \(SACN\)](#) was established in 2002 by the Minister for Provincial and Local Government (now known as Cooperative Governance), in collaboration with the mayors of South Africa's largest cities and the South African Local Government Association (SALGA), as an independent Section 21 company with the mandate to:

- ❏ Promote good governance and management in South African cities;
- ❏ Analyse strategic challenges facing South African cities, particularly in the context of global economic integration and national development challenges;
- ❏ Collect, collate, analyse, assess, disseminate and apply the experience of large city government in a South African context; and
- ❏ Promote shared-learning partnerships between different spheres of Government to support the management of South African cities.

SACN is currently on its fourth 5-year strategy for the 2016-2021 period. A summary of the strategy is available on the SACN website (<http://www.sacities.net/about-sacitiesnetwork/strategic-plans>).

The main activities of SACN towards achieving its strategic and functional objectives in this period will continue to be knowledge generation, dissemination and application support towards enabling:

- ❏ Shared learning as the basis of inter-city and multi-stakeholder partnerships;
- ❏ Updating leaders and policy-processes on current and emerging changes and trends in urban policy nationally and internationally; and

- Promoting innovation and strategic thinking/action between cities and other governance actors.

The core thematic areas of the SACN focus on the city as a productive, well-governed, sustainable and inclusive space. The work of the SACN aims to assist and guide cities to become effective drivers of local and national development within a context where the rapid growth of city populations requires increased service delivery and improved city governance. In particular, the [State of Cities Report 2016](#) forms an important basis for benchmarking and reporting on the performance of South Africa's cities in relation to the strategic priorities previously identified by the SACN.

SACN is seeking to appoint a **Communications and Marketing Specialist** who will report to the Executive Manager: Governance and Communications and will be responsible for the effective communication of SACN knowledge products as well as to conceptualise, plan, manage, and implement communications projects and events in the South African Cities Network (SACN).

Key Responsibility Areas

SACN seeks to appoint a Communications and Marketing Specialist whose role would include:

- Implement the SACN Communications Strategic goals.
- Knowledge Dissemination
- Event Management
- Website management (Content Management)
- Library Management (SACN Knowledge products)
- Management of all Communication platforms

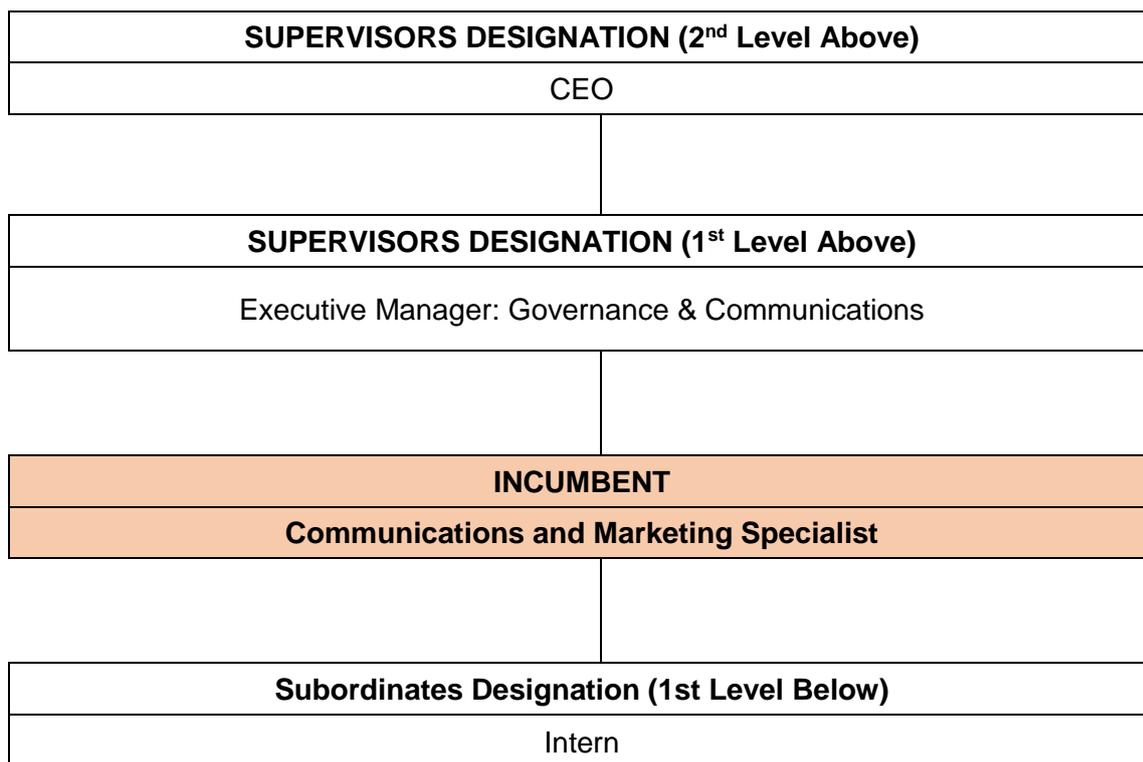
Typical outputs from the role would include:

- Communications Plan
Monthly reports and trend analysis (social media and website)
- Campaign specific reports analysis
- Blog content on specific topics
- Content sourcing for the SACN quarterly newsletter
- Well planned and executed SACN events

The role involves occasional travel, locally, regionally and internationally.

ORGANISATIONAL STRUCTURE

Organisational structure showing the position with two positions above and two positions below:



EDUCATION

The following minimum education level is necessary to perform the job:

1.2 School	Grade 12 or Equivalent
1.3 Professional / Tertiary	Honours degree (or its equivalent) or higher in the social sciences, humanities, law, economics, public relations, journalism or communications.

EXPERIENCE

Minimum experience necessary before being considered for the Job:

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| <ul style="list-style-type: none"> • Minimum of 5 years work experience in an environment that involves media production and communications. • Demonstrable familiarity with the media landscape in South Africa. • Familiarity with the areas of research around urban issues which the SACN concerns itself with, and familiarity with local government policy frameworks. • Experience in developing and executing innovative digital initiatives and campaigns across various social media platforms. • Demonstrable experience of a broad range of communications activities – media, press releases, websites, publications, marketing, social media, events, etc. • Excellent communication skills including research, writing, editing, copywriting and presentation skills. • MS Literacy (Word, Excel, PowerPoint) |
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TRAINING

Essential training received in addition to the above experience to perform the job.

- SharePoint (to learn and understand) and website content management
- SACN Business Plan
- Access System

PERIOD OF ON-THE-JOB TRAINING

CORE COMPETENCIES

<ul style="list-style-type: none"> • Excellent networking and interpersonal skills (including conflict resolution) – Must be able to liaise professionally with key strategic public and private stakeholders. • Effective communication (written and spoken) skills in English and at least one other South African language with an exceptional attention to detail. • Communication skills. • Influencing skills with the ability to overcome resistance and a highly personable character. 	<ul style="list-style-type: none"> • Experience in managing projects, planning events, creating content and general understanding of graphic design principles. • Ability to assist with reports, business correspondence and procedures. • Time management, organisational and planning skills. • Commitment to quality and ability to meet tight deadlines. • Strategic thinking skills that allows the incumbent to navigate the complexities of the local government landscape
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POTENTIAL CAREER PATH GUIDELINE

CAREER PATH OPTIONS		
UPWARDS WITHIN DEPARTMENT		LATERAL BASED ON SKILLS OBTAINED
	EM: Governance & Communications	
INCUMBENT	Communications and Marketing Specialist	

PURPOSE

10. Purpose	
<p>To undertake the planning, development and delivery of SACN internal and external communications, including website and other member communications and publications, in liaison with other SACN staff; to contribute to wider policy and communications and SACN work programmes.</p>	
Key Performance Areas	Key tasks
<p>1. Knowledge Dissemination</p>	<ul style="list-style-type: none"> • Develop and implement the Communication Strategy and Plan of the organisation. • Implement information dissemination initiatives, which may include the development of content, fact sheets, news releases, briefing materials, feature articles, radio and television scripts, videos, websites, social media, webinars, blogs and/or other promotional and informational materials. Organisation of publications production and the management of external contractors. • Provide support for proofing, editing and formatting of publications and written materials. • Assisting in the organisation of publications production, including contacting suppliers, getting quotes for work and assisting in the management of external contractors. • This position may also provide administrative support to the communications department that includes maintaining staff calendars, scheduling events and processing invoices.
<p>2. Development of Media products to inform dissemination & communication strategy</p>	<ul style="list-style-type: none"> • Maintain the organisation’s style guide, and review and edit existing promotional materials for adherence to the guidelines. • Assist with translating research reports per project to: <ul style="list-style-type: none"> ➤ Communication Outputs (traditional & non-traditional) ➤ Measure impact using public relations analytics. • Assist SACN communicators (within the network & participant cities) to communicate appropriately and effectively developing: <ul style="list-style-type: none"> ➤ Best Practice Frameworks for Communication ➤ Communication Tools
<p>3. Management of Communication Platforms</p>	<ul style="list-style-type: none"> • Develop, implement and maintain comprehensive multimedia strategies and best practice that align with and support SACN objectives.

		<ul style="list-style-type: none"> • Set and analyse communications and feedback metrics in comparison to current benchmarks/goals; translate into recommendations for communication tactics and/or measuring communications initiatives on an ongoing basis. • Providing communications support and advice to the organisation as needed. • Develop and manage both internal and external strategic relationships (with SACN cities & external urban stakeholders)
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TIME SCALE

As with all SACN permanent posts, the position is envisaged as a long-term contract post until 30 June 2021, renewable.

APPLICABLE TERMS & CONDITIONS

This post is advertised on a rolling basis. The SACN reserves the right to award this post as soon as a suitable candidate is identified, as well as the right not to award at all or to renegotiate its terms, subject to circumstances and adequacy of submissions. Unsuccessful applicants will be notified once a selection / appointment has been made.

SUBMISSIONS AND ENQUIRIES

Potential candidates meeting the post criteria are invited to provide SACN with the following:

- A covering letter indicating understanding of the post requirements, and any qualities or suitability; and
- A current Curriculum Vitae that includes relevant contact details and current References.

E-mail your submission or enquiries to sadhna@sacities.net. Technical enquires may be directed to Luncedo@sacities.net.

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