

INTERNAL AND EXTERNAL ADVERTISEMENT

Overview of the Entity

The Eastern Cape Rural Development Agency (ECRDA) is a schedule 3C entity in terms of the Public Finance management Act, of 1999 as amended, with a mandate to promote, support and facilitate rural development in the province.

Position	:	Senior Communications Officer
Location	:	Head Office, East London
Reporting Line	:	Manager Communication Services
Grade	:	13
Duration	:	Permanent
Start Date	:	As soon as possible

Main purpose of the Position

To render /manage website and social media services, events, media monitoring and reputation management within communication services for the ECRDA in line with ECRDA's strategy.

JOB PURPOSE, DUTIES, AND RESPONSIBILITIES OF THE POST

ESSENTIAL REQUIREMENTS OF THE POST:

Higher Education Qualification

Bachelor of Social Science (BSc) in Communication (NQF Level 7). Marketing qualification will be an added advantage.

Experience

- 6 years working experience in the field of communication
- 4 years' experience at middle management level (equivalent of Manager or Director in the public service)
- Must have experience in digital communication
- Proven or evident successful of setting up and managing digital communication platform.

Competencies Required:

COMPETENCIES AND SKILLS

- Excellent verbal and written communication skills
- Ability to multitask
- Problem solving and analytical skills
- Competent or advanced knowledge of digital communication platforms
- Time management
- Attention to detail
- Excellent understanding of legislation governing communication and information management
- Ability to implement communication strategy
- Project management and implementation
- Creativity
- Monthly and quarterly reporting

KNOWLEDGE AND BEHAVIOURS

- Honesty and integrity
- Ability to deal with pressures and setbacks.
- Ability to prioritise
- Strategic direction and Leadership
- Decision making and initiating action
- Professionalism
- Ability to engage with people at different levels
- Knowledge of the PFMA and Treasury Regulations
- Understanding and ability to work with traditional authority
- Change management.
- Moral Competence
- Results and Quality focus

PHYSICAL REQUIREMENTS OF THE POST

- Must be physically and mentally sound to perform the duties of the post
- Must be very computer literate and have an excellent understanding of digital communication (social media: Facebook, Twitter, Tik-Tok, You Tube, LinkedIn etc)

SPECIAL CONDITIONS ATTACHED TO THE POST

- Ability to travel long distances within Eastern Cape
- Willingness to work long hours
- Ability to speak and write English
- Understanding of traditional authority
- Ability to develop and maintain relations with stakeholders

Key Performance Areas:

1.	Media Monitoring Services Monitor media platforms to identify opportunities to communicate with the targeted audience and or opportunity to respond to any negative media statements by: <ul style="list-style-type: none">• Collating and summarising press coverage for the ECRDA's attention• Scan newspaper, electronic media, television and radio for news and or items about rural development or ECRDA• Assist in the creation of a media article archives that are related to the ECRDA and or rural development.
2.	Media Liaison and Reputation Management Provide media liaison support to ECRDA by: <ul style="list-style-type: none">• Coordinate the distribution of all communications internally and externally• Identify communication opportunities and appropriate communication platforms to communicate with the internal and external stakeholders• Assemble press kits• Ensure that all communication to external stakeholders complies with the standard, and policies of the ECRDA.• Ensure that communication form the organisation meets the legal requirements in terms of POPIA and any other related legislation
3	Website social media Ensure that ECRDA is utilising all relevant social media platforms to reach the intended audience by: <ul style="list-style-type: none">• Through working with the ICT department, ensure that ECRDA's website is functional, updated and informative.• Constantly updating all ECRDA social media platforms and ensure that the content is relevant and up to date.• Conduct content audits to identify issues that need attention of the organisation.• Liaise with the departments to gather information, edit it and post it in the relevant social media platform.• Report on performance of social media• Ensure that all ECRDA's content is placed on social media
4.	Event Management Coordinate all ECRDA events by: <ul style="list-style-type: none">• In collaboration with all departments and Communication Services Manager, develop the organisation's event calendar.• Support with preparation of events by ensuring that the invitations are sent on time to all the expected guests• Develop the promotion strategy for each event• Ensure that ECRDA branding is available and visible in all ECRDA events or any event in which ECRDA i participating on

GENERAL INFORMATION

The application, which should as minimum contain a covering letter, CV, Certified copy of your Identity document, qualifications and drivers' licence must be submitted to recruitment@ecrda.co.za

NB:

- Without prejudice, correspondence will be limited to the short- listed candidates.
- Further be informed that if you have not been contacted within 1 month of the closing date, please accept that your application was unsuccessful.
- ECRDA reserves a right to appoint or not to make an appointment.
- Interviews will be conducted in person, unless stated otherwise.
- Administrative enquiries may be directed via email to recruitment@ecrda.co.za
- Technical enquiries may be directed via email to

Date of issue : 22 April 2024

CLOSING DATE: 03 May 2024. Late applications will not be accepted.