

RE-ISSUE: EXTERNAL ADVERT (FTCW)

JOB TITLE: Company Spokesperson: 5-year, fixed term contract	SALARY GROUP: Senior Management	LOCATION: Corporate Office (Umjantshi House)
DEPARTMENT: Office of the GCEO		REFERENCE: R&S/CS/OGCEO/186

DEPARTMENTAL MISSION: To build, maintain and protect the PRASA Brand. To effectively manage both the internal and external communications of the organization and protect PRASA's reputation, to assist in building and maintaining effective liaisons with the company's various stakeholder

OUTPUTS:

Brand Management and Advertising

- Protect the PRASA Brand and work to build and increasing positive brand image;
- Develop key messages for all audiences to communicate PRASA's core brand identity
- Design and implement all advertising campaigns.

External /Internal Communications

- Work closely with Public Relations, Communication and Advertising department to craft a narrative and ensure that public statements and op-eds are in line with the PRASA's goals and objectives.
- As a spokesperson makes efforts to present PRASA in a positive light and ensure that talking points are successfully spread to the public and other audiences
- Schedule and appear at Press conferences and oversee the writing of press releases, copy for marketing materials, annual reports, advertisements, and other related material
- Manage media relations, research editorial opportunities and build relationships with key industry media
- Ensure messaging is consistent with overall communication objectives
- Responsible for editorial direction, design, production and distribution of all PRASA's publication;
- Coordinate media interest in the PRASA and ensure regular contact with target media and appropriate response to media requests;
- Work closely with Communication to design and implement a robust interactive and popular system of internal communications that include at a minimum:
 - A newsletter;
 - Frequent GCEO messages;
 - Feedback mechanism.

Stakeholder Management

- Build and maintain strong relationships with internal and external key stakeholders to ensure proper messaging of PRASA beliefs and service offerings
- Develop the stakeholder management strategy in line with business goals.
- Establish and build relationships at various government, industry and community levels.
- Establish an effective liaison role with PRASA management to;
 - ensure that a two-way liaison channel is created and maintained, and those issues concerning PRASA and stakeholders are

		<p>effectively and efficiently managed;</p> <ul style="list-style-type: none"> ➤ Attend and represent the company at all PRASA related Committees; ➤ Ensure that the organisation is represented in all Government structures and forums relating to the organisation’s business by establishing and effective liaison; ➤ Create an effective stakeholder liaison network by attending local community organisation meetings which are served by PRASA; ➤ Create and update stakeholder database regularly 							
KNOWLEDGE:	SKILLS:	ATTITUDES:	CAPABILITIES:						
<ul style="list-style-type: none"> • Knowledge and understanding of the corporate identity of the organisation and the different mechanisms utilised to define the corporate identity • Extensive knowledge of public speaking and stakeholder management • Ability to build and maintain good relationships with internal and external stakeholders through engagement and collaboration • Knowledge to clearly articulate complex concepts, demonstrate resilience • Knowledge of regulatory and media environment in SA 	<ul style="list-style-type: none"> • Public Speaking • Exceptional written and verbal communication skills • Advanced interpersonal skills • Brand Management • Media Relations • Networking • Strong stakeholder Management 	<ul style="list-style-type: none"> • Analytical and strategic thinking • Interpersonal • Attention to details • Charismatic speaker • Intuitive and able to remain calm when under pressure 	<p>Minimum requirements NQF Level 7/B Degree in Media studies/Journalism/Public Relations/Communications</p> <p>Experience:</p> <ul style="list-style-type: none"> • 8-10 years’ relevant experience in journalism/media and/or public relations and stakeholder management • 5 years’ operating in a similar field with extensive public speaking / spokesperson experience • Experience in media environment will be advantageous <p>Legal requirement:</p> <ul style="list-style-type: none"> • Valid South African driver’s license 						
<p><i>Please apply by completing an internal application form (internal applicants only) and submitting this together with your complete CV for the attention of: Ms. Lungile Gabela, e-mail lgabela@prasa.com</i></p>			<p>CLOSING DATE: 25 August 2021 <i>Should you not hear from us within three (3) months from the closing date, please consider your application unsuccessful.</i></p>						
ISSUED BY SENIOR MANAGER RECRUITMENT AND SELECTION	As per PRASA Employment Equity Plan, this position is earmarked as follows:	MALE				FEMALE			
		African	Indian	Coloured	White	African	Indian	Coloured	White
						x	x	x	x