Brand South Africa aims to contribute to the objectives of the National Development Plan (NDP) by managing South Africa’s Nation Brand reputation in order improve the country’s global attractiveness and competitiveness.

**Job Details**
- **Job Title:** Communications Officer: International
- **Reporting to:** GM: Communications
- **Salary:** R556 266.00 (TCTC) per annum
- **Paterson level** D1

**Job Purpose:**
To identify public relations opportunities internationally in order to promote Brand South Africa initiatives and the SA brand.

**Minimum Requirements:**
- Bachelor’s Degree in Communications or equivalent.
- 6-8 years of integrated PR and communications work experience, of which 3 must be within corporate communications, media management or public relations.

**Key Performance Areas:**
1. Develop and manage implementation of international public relations plans for campaigns.
   - Active planning based on sound research and thought through approaches and strategies in reaching the right people with the right message (e.g. international missions)

2. Promote international public relations support on all promotion programmes for Brand South Africa.
   - Procurement of appropriate collateral for Brand South Africa events, campaigns and exhibitions.
   - Provide support to stakeholders and programme managers to ensure that the relevant and correct information is disseminated through the proper channels.
   - Identify target audiences and key messages to support key campaigns.
   - Analysis, monitoring & evaluating all international public relations initiatives.

3. Establish and maintain an international database of PR opportunities to champion Brand South Africa programmes.
   - Consolidate key media, international events, role players, happenings and trends to inform the marketing strategy and integrated programme plans.
   - Providing professional writing, proof-reading and editing services across the organization.

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4. Reporting

- Report on public relations events and whether it increased the levels of publicity of Brand South Africa international initiatives and contributed towards the overall brand building and promotion outcomes of the organization.
- Preparation and submission of monthly, quarterly and annual reports.

Required Technical Skills, Competencies and Attributes

- Appreciation of the domestic policy environment and implications for corporate communications.
- Knowledge of media liaison strategies.
- Proven knowledge of corporate communication, media management and public relations.
- Knowledge of operations of the South African and international media environment.
- Excellent public relations skills.
- Excellent research skills.
- Good business writing ability.
- Good negotiation skills.
- Ability to engage with diverse stakeholders in a competent and confident manner.
- Strong evidence of media relationships.
- Content Development.
- Analytical skills.
- Problem solving.
- Service oriented.
- Honesty and Integrity.
- Discerning.
- Persuasive.

Brand South Africa is committed to ensuring and maintaining workplace diversity and the attainment of employment equity, having due regard to qualifications and appropriate experience. Please include certified copies of your ID, and qualifications not older than 3 months and contact details of at least 3 referees. Failure to provide the duly required certified documents, will result in your application being disqualified.

Brand South Africa encourages applications from people living with disabilities as well as African Males, Indian Males, Coloured Males and Females and White Males and Females.

The closing date for applications is 18 October 2019.

This position is subject to competency assessments. Brand South Africa retains the right not to employ.

Email CVs to: norma@kgabolize.co.za
If you have not heard from us in three months, please consider your application unsuccessful.