

JOB PROFILE

1. Position Detail

Job Title	Stakeholder Relations, Communications Manager
Job Grade	
Date Reviewed	June 2024
Location	Auckland Park, Johannesburg

Position in the Organisation:

Department	Corporate Services
1st Line Manager	Executive Manager: Corporate Services
2nd Line Manager	Chief Executive Officer
Direct Subordinate(s)	Stakeholder Relations and Communications Officer

Overall Purpose of the Job

Purpose Statement
To manage the maintenance of a positive brand profile for the MDDA, both internally and externally, through focused communications activities, in order to foster good stakeholder relations and facilitate the advocacy role of the Agency.

Education (Formal Qualification Required)

Minimum
NQF Level 7 Qualification in Communications / Marketing / Business Management / Brand Management/ Reputation Management/ Digital Marketing
Advantageous
NQF Level 8 Qualification in Communication / Marketing / Business Management/ Strategic Brand Management/ Digital Marketing

Legal Requirements (e.g. Driver's License, etc.)

Detail
Driver's License

Experience (Experience Required - Number of years)

Minimum
5 years' experience in communications and stakeholder relationship management, or marketing
Advantageous
5 years' experience in communications and stakeholder relationship management within the Media Sector, or Marketing Management

2. Position Description

Key Performance Area / Main Output	Detailed Description / Inputs	Weighting
Operational Planning & Implementation	- Contribute towards the development of the organisational strategy and annual performance plan - Helping in Developing the MDDA's Communications Strategy, include Digital, and Stakeholder strategies in alignment with organisation's objective - Develop the annual operating plan for the area of responsibility, in consultation with the line manager, and manage the implementation therein - Keep abreast of the applicable legislation and regulations to ensure compliance and support decision making - Report and provide feedback to the line manager on the performance of the unit	10%
Stakeholder Relations Management	- Provide overall support and management of stakeholder relations on behalf of the MDDA - Represent the MDDA at communications meetings - Manage relationships with internal stakeholders to understand the business challenges/opportunities and recommend relevant communications programs that will maximise the organisation's growth potential - Build and sustain relationships with external stakeholders including: government officials, external clients, visitors and service providers/vendors - Manage relationships with communities and ensure that community media development initiatives are communicated accordingly - Develop and maintain media relationships and facilitate media interviews - Manage information dissemination of Board decisions to MDDA staff - Implement and manage online marketing campaigns to enhance the MDDA's digital presence and engagement - Measure impact and brand equity of the organisation	35%
Internal and External Communication	- Manage the planning and preparation for the internal and external communication (e.g. newsletters, media releases) - Lead content design by reviewing and approving content, lay-out and design on various communication platforms - Facilitate the communication of all internal and external communication and ensure that all stakeholders have access to the relevant information - Develop branding concepts for approval by the line manager - Create awareness and promote the MDDA mandate externally through the management of events and exhibitions - Host MDDA expos, roadshows, events and functions - Manage the availability of promotional material for events and stakeholder engagements and monitor adherence to branding guidelines - Provide support in the preparation of press releases in line with the communication plan - Manage the maintenance of the communication contact database	35%
Budget Management	- Prepare the annual budget for the area of responsibility in accordance with financial policy and procedures - Monitor expenditure against approved budget, providing variance analysis and monthly reporting - Plan for procurement in compliance with supply chain prescripts - Authorise expenses aligned to the approved budget, as per Delegation of Authority - Manage unit assets in compliance with the supply chain policy	10%
People Management	- Manage the recruitment of subordinates in consultation with the Human Resources Department - Develop performance contracts for direct subordinates and conduct performance reviews to measure performance against agreed objectives, identifying training needs - Provide guidance, coaching and mentoring to subordinates - Manage the initiation and coordination processes for discipline and workplace conflict, in consultation with the Human Resources Department	10%

Key Performance Area / Main Output	Detailed Description / Inputs	Weighting
	- Manage the administration of subordinates through the approval of leave and travel expenses - Promote a culture that reflects and rewards productivity and results, team orientation and employee well-being	

3. Competencies (Knowledge, Skills and Behavioural Attributes) - Please note: The norm in the industry is to not have more than 7 Skills and Behavioural Attributes per job profile.

Knowledge	Skills	Behavioural Attributes
Marketing principles	Management	Attention to detail
Public relations	Relationship management	Integrity
Broadcasting sector	Problem solving	Ethical
Print media sector	Communication	Deadline driven
Branding principles	Interpersonal	Customer focused
Financial principles	Conflict resolution	Team player
Digital marketing and related platform	Planning	
	Time management	
	Graphics Design, Canva, InDesign or other similar	

4. Special Requirements

Detail
Required to work extended working hours Required to travel

Approved By

Name	Designation	Signature and Date
Shoeshoe Qhu	Chief Executive Officer	